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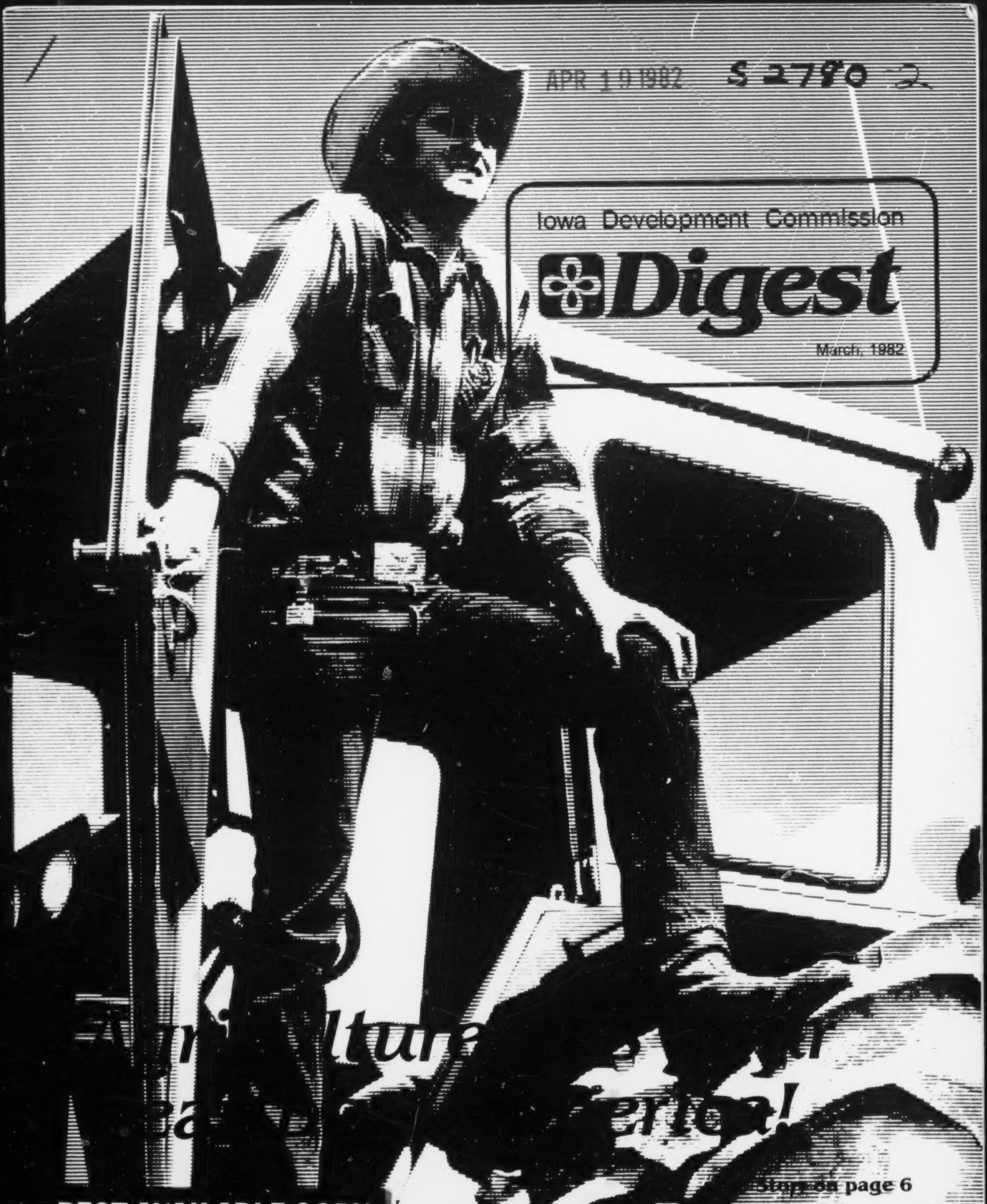
Iowa Development Commission

Digest

March, 1982



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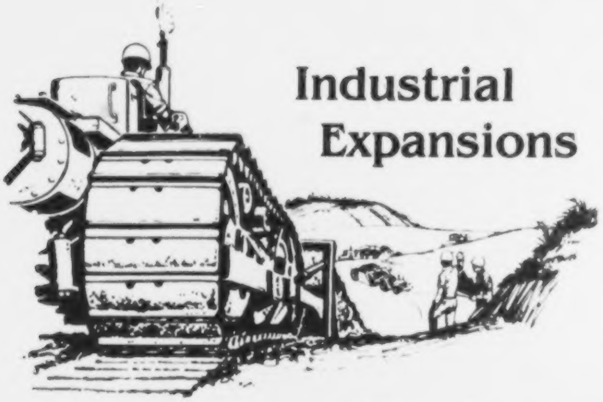


Industrial Expansions

Caterpillar leads Iowa

Caterpillar Tractor Co.

Caterpillar Tractor Co. is involved in a sixfold expansion of its Burlington plant. Caterpillar officials said that several hundred employees will work in the new plant.

This 842,000-square-foot expansion will make more room for Caterpillar welding operations, and will not affect work at other Caterpillar facilities. Officials estimate that work on this major expansion will be completed by 1984.

Caterpillar currently employs 170 people in its 145,000-square-foot plant in Burlington, where components for tractors are welded.

Caterpillar celebrated its 25th year in Iowa during 1981. Chairman Lee Morgan visited the Hawkeye State last October, as part of that celebration, and said, "This is an area of beauty . . . and an area of agricultural richness that few places in the world can equal." Morgan, a native of Illinois, added that it was a pleasure for him to come to the Quad Cities where Iowa and Illinois are joined.

Hettinga Equipment Inc.

With help from the Iowa Development Commission's International Office in Frankfurt, Germany, Hettinga Equipment Inc. of Des Moines is combining its mechanical capabilities with the chemical expertise of a West German firm to produce a new fireproof, loadbearing, thermal and acoustical barrier product, structural ceramic foam.

In order to produce this new versatile product, Hettinga Equipment plans to build a pilot plant in the central Iowa area, providing jobs for more than 200 workers, according to Lee Vrieselaar, a consultant on the project. Vrieselaar added that this plant will serve as an educational and international headquarters from which the technology to produce the new product will be sold worldwide.

"This new product can be economical for use in fireproof roofing for commercial buildings, fireproof enclosures -- such as safes, walls between multiple dwellings or hotel rooms and in many other areas, such as chimney liners and fireplace boxes," according to Vrieselaar. "Hettinga Equipment owns the patent rights and will also build machinery to produce this new product around the world."

Siebolt Hettinga, owner of Hettinga Equipment, has been involved in foam molding since 1958, and Hettinga equipment is used worldwide. Hettinga said that the IDC's International Office was an asset in making production of this new material possible. "Paul Wagner in the International Office was the coordinator between the different parties. During the course of this project, we had to deal in four different languages and four different legal systems. We used the International Office as much as we could, and Paul really helped us put it all together."

In another area, Hettinga Equipment announced the signing of a major contract with Arab nations to produce traditionally-designed building products for interiors and exteriors of buildings. Hettinga again worked with the IDC's International Office, in Frankfurt, Germany, to complete the deal.

This new operation will provide 80 jobs in Mount Pleasant, and will expand to provide work for 200 Iowans when the plant reaches full capacity, according to Siebolt Hettinga.

"We anticipated having to build from scratch, but the work will be contracted out to Scientific Applications, Inc., a former producer of urea formaldehyde foam insulation, recently banned in the U.S.," Hettinga said. "We found that the Mount Pleasant plant would fit our needs perfectly.

"A consortium of countries got together to decide how to save the Islamic traditions in architecture, being lost due to western-designed buildings erected in Arab countries," Hettinga said. "They decided that western-style architecture was not acceptable in their areas, and there are many, many buildings that can be saved using the structural foam molded shutters and screens. The woodcarvers who historically did this type of work in Arab nations are no longer available, and wood itself is very scarce in that part of the world."

Jeanine Hettinga, president of the firm, added that there are hundreds of different highly-decorative Islamic designs for the shutters and screens, and that the first order is being delivered to the king of Saudi Arabia. This order will be followed by specific designs for mosques in the Islamic world, she said.

Hettinga's unique method of manufacturing was chosen over those of major manufacturers from around the world. "We were by far the small fry, but we were awarded the contract and all tooling, design and initial production will be done

industrial expansions list

here in Iowa," Siebolt Hettinga said.

"Paul Wagner in the IDC's International Office and Joe Neugent, the negotiating attorney from Norwalk, were a real help to us in securing the contract," he added.

Sybron/Thermolyne

Thermolyne Corporation, a subsidiary of Sybron Corporation, announced that it will begin a $2.5 million building expansion program which will more than double the size of its manufacturing capacity. Approximately 74,000 square feet of manufacturing and office space will be added to the Thermolyne facility in Dubuque, where the division manufactures hot plates, stirrers, furnaces and other items for general laboratory use.

The expansion of the present facility, which was originally constructed in 1963 and added to in 1966 and 1974, is scheduled to begin around mid-April with completion expected in late 1982. Thermolyne currently has slightly more than 200 employees in Dubuque and expects that employment will increase about 10 percent annually over the next five years.

In announcing the expansion, William G. Vonberg, chairman and chief executive officer of Sybron, said, "This expansion at Thermolyne is another step in the restructuring program recently announced at Sybron. As part of that program we stated that we would begin redistributing our assets to the growth portions of our business. Thermolyne is an excellent example of a highly profitable business that has grown steadily since joining Sybron. They are a recognized leader in heating and temperature control technology and an important factor in our growing laboratory products business."

Vonberg added that Sybron is "genuinely pleased that this expansion is taking place in Dubuque. We have enjoyed an excellent relationship with the community and expect Thermolyne to remain an active ingredient in Dubuque's future."

Kenneth R. Townsend, Thermolyne president, said, "This expansion project will not only alleviate the present congestion in manufacturing and office space, but will also allow Thermolyne to aggressively develop several new product lines which are expected to reach the marketplace in the next few years."

Thermolyne was founded 40 years ago in Chicago as the Thermo Electric Manufacturing Company. In 1943 the company moved to Dubuque and began manufacturing and marketing products under the Temco trade name. In 1960 the company name changed to Thermolyne. It was acquired by Sybron in 1967 and is now part of the Sybron Laboratory Products Group, which reported sales in excess of $100.5 million in 1980. Other group companies are Barnstead, Brinkmann

. . . industrial expansions

Instruments, Erie Scientific and Nalge.

Sybron has operations in 21 countries around the world. The company manufactures instrumentation, equipment, chemicals and supplies for the process industries, laboratories and professional health market, for water and waste treatment and other applications.

Almaco

Allan Machine Company, currently located in Ames, will move to larger quarters in Nevada, according to a company spokesman. The company's owner, Gary Clem, said the move is required because of the company's continued growth and the crowded conditions at the current facility. The Nevada facility will double Almaco's current square footage.

Allan Machine company began in Ames during the last century as a blacksmith shop. Clem said consideration is being given to maintaining a repair shop in Ames.

"We've been a part of Ames for almost a hundred years, and plan to continue serving the Ames community," he said.

The company produces agricultural research equipment.

Farm-Fuel Products Corporation

Farm-Fuel Products Corporation is making ethanol in their new plant in Storm Lake. Annual production at the plant will be 3.3 million gallons of fuel alcohol. Plant officials estimate that they will need approximately 3,000 bushels of corn each day, or around 1 million bushels per year. They plan to purchase much of this corn from area farmers.

The new Storm Lake plant also has the capability to upgrade lower proof ethanol, and about one-third of its projected 3.3 million gallon output of ethanol will be from upgrading lower proof alcohols. ◆

First IDC Industrial Site Data Award winners announced

Site Data awards

The first Iowa Development Commission Site Data Awards were presented to six Iowa communities February 17 at the IDC Industrial Division's "Facility Planning: The Professional Approach" seminar.

"The purpose of the awards is to help Iowa communities learn how to present clear and usable industrial site information to prospects," Industrial Division Assistant Director/Domestic Mervyl Olsen said. "A community could have an ideal site for a company looking for a location in Iowa, but if information isn't available on that community and the site, the industry will never know about it."

Winning communities were selected from a field of 27 entrants by a panel of 11 non-IDC judges including: Dean Chandler, director of area development, Iowa Power and Light Company, Des Moines; Johnny Clark, senior economic development consultant, Northern Natural Gas Company, Omaha; Gene Holgate, industrial representative, Burlington-Northern, Inc., Chicago; Glenn Ivarsen, manager of area development and franchises, Iowa Public Service Company, Sioux City; Jim Knedler, Iowa Southern Utilities Company, Centerville; Keith McCullagh, manager-industrial development, Illinois Central Gulf Railroad, Chicago; Mark Penkert, manager-industrial development, Chicago & North Western Transportation Company, Des Moines; Paul Scott, assistant vice president-industrial development, Milwaukee Road, Chicago; Ken Seymour, project planner, Associated Engineers, Inc., Fort Dodge; John Wetzel, community development representative, Iowa-Illinois Gas and Electric Company, Quad Cities; and John White, Shive-Hattery & Associates, Dubuque.

For judging, communities were divided into population categories of 10,000 or more and under 10,000, with three winning communities in each of the two categories. Communities receiving awards furnished the IDC with outstanding examples of reliable and usable site and facility information. The IDC Industrial Division staff uses the information to represent communities to industries looking for an Iowa location.

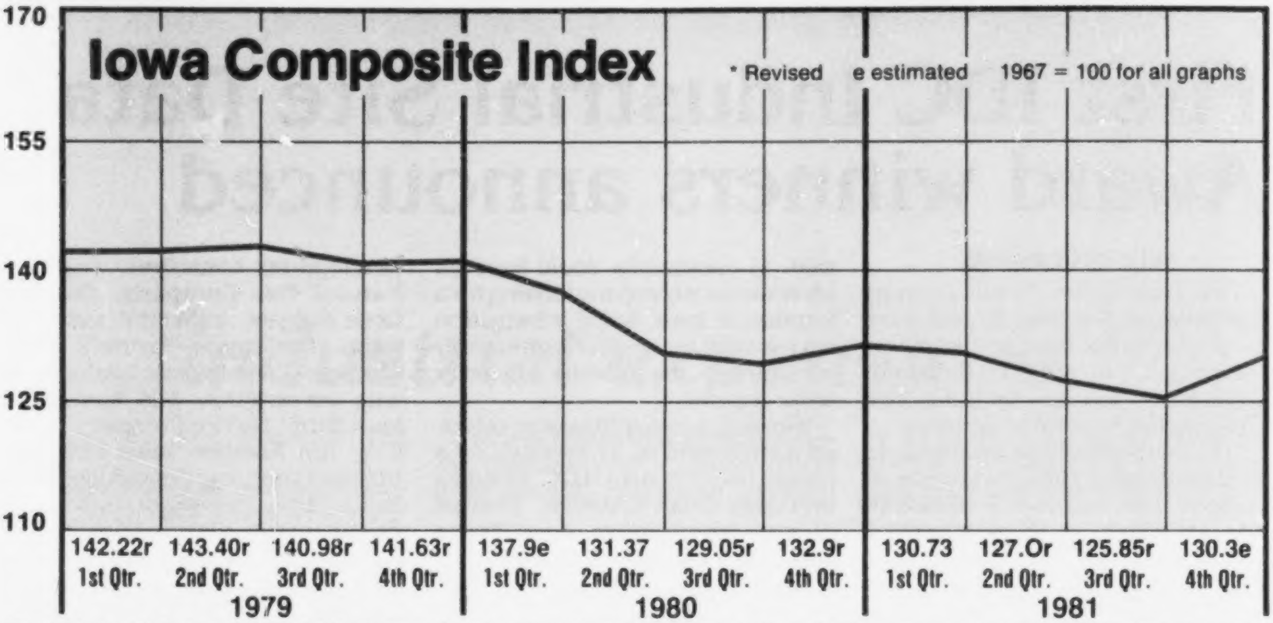
More than 140 people attended the two-day industrial development seminar that featured speakers with information on how Iowa communities can prepare for and serve potential industrial prospects. Main topics included "On the right track with the railroads," "Energizing the prospect," "Checking Iowa's temperature: an economic forecast," "How companies select communities and industrial sites," and a wrap-up from Ron Kraft, director of the IDC's Industrial Division.

IDC Site Data Award winners

Population under 10,000	Population over 10,000
Charles City	Fort Madison
Independence	Mason City
Sioux Center	Spencer

The Industrial Site Data Award program judges go over 27 entries submitted to the Iowa Development Commission for the first competition. The program is designed to help communities gain a better understanding of the importance of clear and usable industrial site information and to recognize communities with outstanding presentations.

THE IOWA ECONOMY



The slight upturn in the Iowa Composite Index is due primarily to seasonal increases in activity in the retail trade, government, agriculture and services sectors. The indexes for most sectors remained at lower levels than those of 1980.

Editorial

Iowa and agriculture go hand-in-hand

By Dennis Harding

Agricultural Development
& Promotion Division Director

Agriculture Day, a nationwide program of education and celebration to recognize agriculture's contribution to American life, was held March 18, 1982, under the theme "Agriculture: It's Your Heartbeat, America!"

This is a message vital to America's economic well-being. Agriculture is the heartbeat of the nation's economy . . . as our number one employer . . . our number one inflation fighter . . . our number one exporter.

Supporters celebrated with a week-long schedule of activities that began on Agriculture Day and conclude the following Wednesday. One highlight of the 1982 observance was the proclamation of Agriculture Day as an official national observance, by the President and U.S. Congress.

Iowa and agriculture go hand-in-hand. In fact, Iowa is the second largest farm marketing state in the nation, with over $10 billion in crops and livestock sold in 1980. That figure can be broken down to $5.5 billion in livestock receipts and $4.5 billion in crops.

Various industries within the state are outgrowths of agriculture. Approximately 36 percent of all Iowans employed depend directly upon agriculture for their jobs. Two out of three Iowa workers depend directly or indirectly upon agriculture for their jobs.

Iowa ranks first in number of livestock sold. Iowa farmers produce 25 percent of the nation's pork and 12 percent of the U.S. beef supply. The value of Iowa's crop production in 1980 was more than $4.5 billion. Iowa farmers produced 22 percent of the U.S. corn supply, making Iowa the number one state in corn production. Eighteen percent of the nation's soybeans were produced in Iowa.

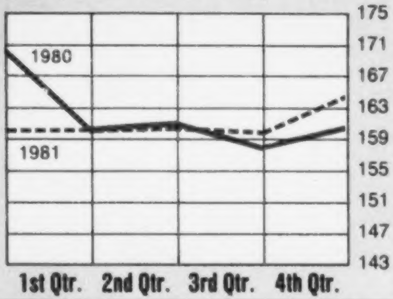
These facts demonstrate the ever increasing need for better understanding of how the lives of all Iowans and often their jobs are touched by agriculture each day. Iowa's farmers are also becoming more aware of their role of supplying food products to consumers around the world.

Because of the Iowa farmer and farmers from around the country, food is still a bargain. The U.S. citizen spends less disposable income, 16 percent, on food than any other people in the world. It is a record every American can be proud of.

It is true that farmers today comprise a smaller number of our total population than ever before. Nonetheless, agriculture is still the backbone and basic strength of our economy, and we in Iowa should be proud of the vital role we play. ✤

SERVICES (Employment, dollar volume index)

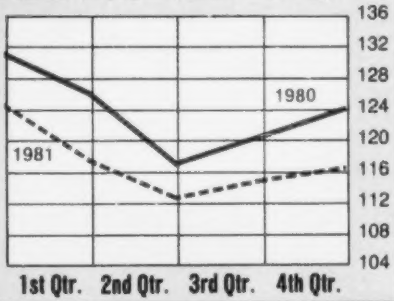
1980	1981
160.6	160.83r
161.7r	161.1r
158.8	160.13
160.3	



It is estimated that those employed in the services sector were better off in the fourth quarter due to a rise in the dollar volume index.

RETAIL TRADE (Employment, taxable retail sales)

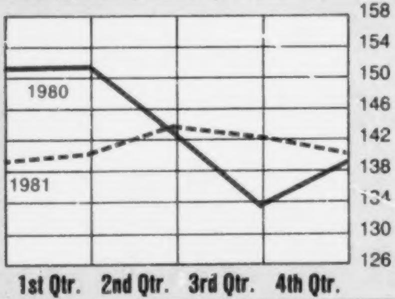
1980	1981
126.48	117.2
117.71	113.92
120.81	115.0
124.0r	116.17



Taxable retail sales were up in the fourth quarter, reflecting the seasonal (Christmas) increase. However, the overall index for the year remained at a lower level than 1980's retail trade index.

MANUFACTURING (Productivity, employment)

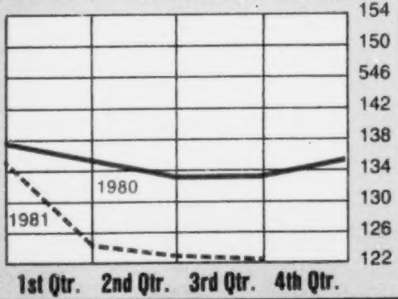
1980	1981
151.68r	141.61r
142.27r	143.18
133.87r	142.11r
139.53r	140.7e



The manufacturing index finished in roughly the same position as the previous year's fourth quarter index. Total employment was lower for the sector in 1981, however, this was offset by a higher productivity index.

TRANS., COMM., UTILITIES (Wages, employment)

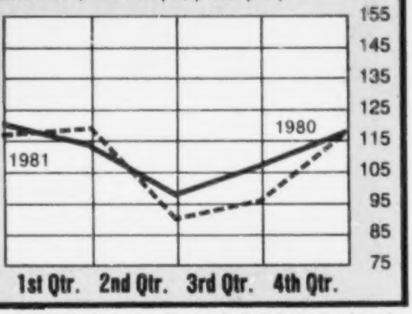
1980	1981
135.06e	121.78r
133.09r	122.9r
133.87r	122.9r
135.04r	121.34e



Wages and employment were relatively stable in all parts of the transportation, communication and utilities sector, except in the railroad industry where wages and employment levels continued to lose ground.

AGRICULTURE (Cash receipts, prices paid)

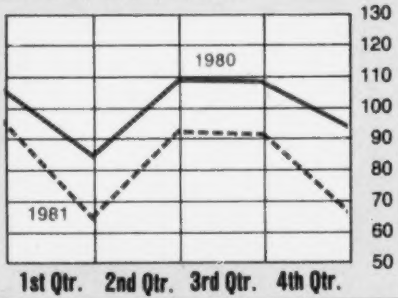
1980	1981
114.4e	119.61r
97.6r	92.5r
105.41r	95.2r
117.86	117.0e



The U.S. index of prices paid by farmers dropped slightly in the fourth quarter, while cash receipts were up over last quarter. The result: the ag index for fourth-quarter 1981 is about equal with 1980's fourth quarter.

CONSTRUCTION (Employment, value of construction)

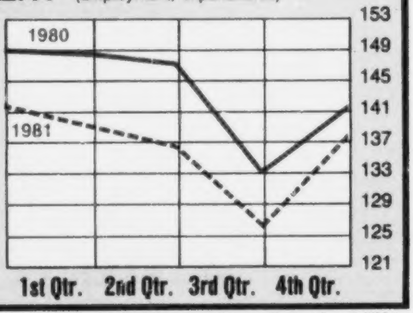
1980	1981
85.94r	65.71r
108.06r	91.11
107.35r	90.40
93.94r	67.37



Total value of construction in Iowa exhibited its seasonal drop in the fourth quarter, as did employment in this sector. The year's index paralleled 1980's trends but at a lower level, indicating a continuing overall decline in this sector's well-being.

GOVERNMENT (Employment, expenditures)

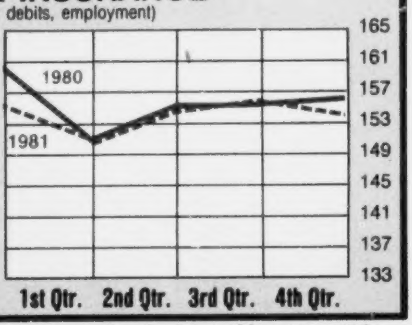
1980	1981
148.40r	138.77r
147.54r	136.77
133.35r	126.12
141.54r	137.94



Total employment in the government sector was lower throughout 1981 compared to 1980. Total expenditures were higher in 1981 but offset by inflation. The resulting index for 1981 paralleled the 1980 index but remained at a lower level throughout.

FINANCE & INSURANCE (Insurance sales, bank debits, employment)

1980	1981
151.5e	151.52r
155.7r	155.59
155.22r	155.74
156.06r	153.78e



Steady employment in finance and real estate and insurance sectors, along with steady levels of life insurance sales in Iowa, led to a relatively stable index; eroded slightly by inflation.

IOWA
MISS MORELAND

"...and a big riverboat and a real blacksmith and a giant amusement park and..."

What you did on your summer vacation matters.

Especially if it includes discovery, adventure . . . and a lot of fun. Thousands of people visited Iowa last year. They found unique shops hidden away all over the state. They marveled at colorful ethnic festivals. They watched a rich history come alive. They found plenty of big-city luxury, intriguing museums, sparkling theatre and symphonies. From border to border, Iowa visitors enjoyed wonderful food worth savoring. Outside their car windows, the scenery changed from bluffs to rolling hills to rivers and woods.

And wherever they stopped in Iowa, they were treated "special."

A lot of them are still talking about it.

Treat yourself to a great Iowa vacation.
Send this coupon today.

YES! Please send me information about vacationing in Iowa.

NAME

ADDRESS

CITY STATE ZIP

APPROXIMATE TRAVEL DATES

Iowa Development Commission,
Travel Division, Dept. 105
250 Jewett Building,
Des Moines, Iowa 50309

Iowa a place to grow

Iowa Ag & Business Indicators

Labor Demand and Supply[1] October 1-December 31, 1981

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	90	989	Iowa City	177	1,707
Atlantic	48	562	Keokuk	15	451
Burlington	95	1,325	Marshalltown	65	1,029
Carroll	88	635	Mason City	93	1,390
Cedar Rapids	295	3,453	Muscatine	105	872
Centerville	14	350	Newton	17	547
Charles City	30	576	Oskaloosa	21	653
Clinton	237	1,218	Ottumwa	63	1,324
Council Bluffs	190	2,228	Sheldon	64	279
Creston	79	633	Shenandoah	88	647
Davenport	307	3,208	Sioux City	1,029	2,691
Des Moines	984	5,961	Spencer	107	786
Dubuque	246	2,638	Storm Lake	69	614
Fairfield	63	320	Waterloo	140	3,962
Fort Dodge	276	1,171	Webster City	26	412
Fort Madison	60	531			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Dec. 1981	Dec. 1980
All Urban Consumers (1967 = 100)	281.5	258.4

Composite Construction Cost Index

	Oct. 1981	Oct. 1980
Composite Construction Cost Index (1977 = 100)	153.1	145.6

Business Data

	11/81	11/80	11 mos./81	11 mos./80
New Car Registration	N/A	4,294	83,456	88,851
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-13.3	26.0	23.9	82.0
Savings	- 9.2	21.5	-40.6	265.3
Work Force (000)	1,389.5	1,431.7	1,407.4	1,456.4
Unemployment	60.2	63.8	64.5	71.2
Rate (% of work force)	4.3	4.5	4.6	4.9
Employment	1,329.3	1,367.9	1,342.9	1,385.1

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Value of New Dwellings[1] ($000)

	1/82	1/81
Ames	$ 0	$ 0
Bettendorf	0	0
Burlington	80.0	0
Cedar Falls	54.5	41.3
Cedar Rapids	0	2,295.3
Clinton	0	0
Council Bluffs	0	0
Davenport	27.0	83.5
Des Moines	61.4	640.2
Dubuque	0	0
Fort Dodge	0	0
Iowa City	4,640.4	252.9
Keokuk	0	0
Marion	0	0
Marshalltown	0	0
Mason City	0	55.5
Muscatine	0	0
Newton	0	0
Ottumwa	0	0
Sioux City	22.2	30.5
Urbandale	0	0
Waterloo	0	826.3
W. Des Moines	0	246.2
TOTAL	$ 4,885.5	$ 4,471.7

Monthly Retail Trade[1] ($000)

SMSA[2]	11/81	11/80	% Change From Last Month
Cedar Rapids	13,593	13,777	+ 14.1
Des Moines	24,927	24,397	+ 13.8
Dubuque	7,133	7,064	+ 26.9
Omaha/C. Bluffs	32,856	30,759	+ 11.5
Sioux City	6,881	6,396	+ 12.9
Waterloo	7,907	7,799	+ 16.9

[1] Not adjusted for seasonal variation, holiday or trading day differences.

[2] Standard Metropolitan Statistical Area

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	N/A	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
November, 1981	226.40	888.98
December, 1981	218.11	875.00
January, 1982	217.83	871.10

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	1/82	12/81	1/81
Corn, bu.	$ 2.30	$ 2.30	$ 3.10
Soybeans, bu.	5.90	5.88	7.66
Oats, bu.	1.96	1.97	1.99
Hogs, cwt.	44.30	39.10	41.10
Beef cattle, cwt.	53.20	51.20	60.00
Calves, cwt.	58.10	57.40	71.10
Milk cows, head	1,120.00	1,140.00	1,230.00
Milk (whls), cwt.	13.50	13.60	13.60
Sheep, cwt.	25.30	23.40	30.40
Lambs, cwt.	47.60	46.70	49.50
Eggs, doz.	.50	.47	N/A
All hay, ton baled	55.00	55.00	48.50
Turkeys, lb.	.31	.29	.35

Average Prices Paid by Farmers

	1/15/82	1/15/81
Beef cattle concentrated, 32-36%	$ 12.70	$ 14.20
Hog feed, 38-42% protein	15.00	17.00
Soybean meal, 44% protein	12.50	14.50
Dairy feed, 16% protein	181.00	205.00
Poultry feed, layer ration	189.00	245.00

Commodity Feed Price Rations

	1/15/82	1/15/81
Hog — corn[1]	19.3	13.3
Beef cattle — corn[1]	23.1	19.4
Egg — feed[2]	5.6	4.1
Milk — feed[3]	1.49	1.33

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Construction equipment

A German manufacturer engaged in steel construction work and the production of various types of conveying systems used in construction work, is looking for a U.S. business partner for the exchange of production licenses and technical know-how as well as the possibility of distributing one another's products. The company was established in 1899, employs 100 persons and reaches an annual turnover of $6 million. (G111-9435L)

Small tractors

A German manufacturer of small utility tractors is seeking attachments for such tractors for manufacture and sale in Europe under license. Currently, the company manufactures front end loaders, lift trucks for pallets, plows, sprayers, cultivators, etc. (G98-11135L)

Soot blowers

A German manufacturer of soot blowers for cleaning boiler and furnace surfaces is seeking to license its product for production in the U.S. The soot blowers are especially suited to coal, fired electric power plants and are able to use compressed air, steam or water as the blowing medium. (G12-1235L)

Power plant gears

A German manufacturer of electric actuator gears for power plants is seeking to license its technology in the U.S. The firm will invest $100,000 to get the project started. Ideal partners would be a gear manufacturer; 50-500 employees with a strong marketing organization. (G12-1034L)

Iron fencing

A French firm has developed a unique type of iron fencing for porches, balconies and other applications. It is unique because the top and bottom rails can be put into place first, and then each individual vertical rail can be inserted thereafter. The firm would like to license its technology to an American firm. (F12-0734L)

Automatic telephone dialer

A German firm has developed an automatic telephone device whereby a scan gun is used to read telephone numbers (up to 200) and the telephone is automatically dialed. The telephone numbers may be entered into the system using an IBM typewriter head. The company wants to license its product for manufacture and distribution in the U.S. (G12-0936L)

Tensides and additives

A German manufacturer of tensides and additives for the chemical, gasoline and heating industries is interested in discussing with U.S. companies a possible cooperation and exchange of production licenses and technology know-how. The firm is looking for a dialog with potential U.S. manufacturers engaged in similar research work. The company's product line also includes cleaning products for aluminum and metal used for aircraft and the like. (G12-0828L)

Self-anchoring bolts

A German manufacturer of self-anchoring bolts for concrete, wood or composition board is seeking a joint venture or other business arrangement with a U.S. firm for manufacture and distribution of its product in the U.S. The bolt and accessories have a good market in Europe and are used in such industries as furniture and construction. (G12-1334J)

Aluminum door frames

A German manufacturer of aluminum door frames with invisible variable mountings is seeking to license its products for manufacture in the U.S. The doors are used primarily in public buildings, hospitals, administrative buildings, etc. (G22-1534L)

Plastic injection moldings

A British firm engaged in the manufacture of plastic injection moldings is seeking an exchange of technology and a possible joint venture with a U.S. firm. The British firm manufactures small fillings of all sizes such as end caps, suction cups, etc. (UK22-1430J)

Furniture

A large Belgian furniture manufacturer is seeking a partnership and equity participation in a U.S. furniture manufacturing firm. The Belgian firm seeks to acquire a majority interest in the U.S. firm and is not so much interested in the size of the firm as the general quality of management and its marketing and distribution know-how. The Belgian firm manufactures household furniture, cabinets, shelves, etc., all of high quality. (B21-21-1124J)

Temperature control

A German manufacturer of temperature controls (electronic miniature-bimetallic thermal protectors) is seeking a partner in the U.S. The company currently supplies companies such as Siemens, IBM, and the electronic and aircraft industries. The company plans at this time would include manufacturing space and 50-60 workers. The products would be sold in the U.S. and eventually Asia and Europe. (G22-1936J)

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IDC Industrial Development and International divisons merge

A reorganization which will consolidate international trade, foreign investment and domestic industrial activity has been announced by the Iowa Development Commission. Effective immediately, all international responsibilities of the commission will be merged with the Industrial Development Division to form a new Industrial Division. This new division will consist of three departments: International, Existing Industry, and Domestic.

The new IDC Industrial Division, under the direction of Ron Kraft, will include all activity concerning the Iowa International Office in Frankfurt, Germany, foreign investment services and export development and promotion. Formerly, export development and promotion was coordinated by IDC's International Division.

This consolidation recognizes the significance of international trade, particularly exporting, in IDC's overall industrial development activity for the state of Iowa. John Schissel, currently Assistant Director/Foreign in the industrial development division, will coordinate IDC's international related activity as Assistant Director/International.

Great strides have been taken in recent years by Iowa manufacturers and markcters of farm products to increase export activity, with the result that exporting has played a significant role in the Iowa economy. Iowa's total export related activity reached a value of $7.2 billion in 1980 and jobs for 32,300 Iowans could be directly attributed to exporting. The new IDC Industrial Division will stress continuity in previous IDC export development and promotion activity.

Governor's Travel Conference set for Cedar Rapids May 5, 6

The 1982 Iowa Governor's Conference on Tourism, sponsored by the Iowa Development Commission and the Iowa Travel Council, is scheduled for May 5-6 at Stouffers Five Seasons Hotel in Cedar Rapids.

"Topics for workshops have been finalized, and we are currently receiving confirmations from speakers," Phil Morgan, IDC director of Tourism and Travel, said. "After last year's conference, 100 percent of those filling out surveys said they would like a similar program this year, and we feel that this year's program is shaping up very well."

Iowa Governor Robert Ray will kick-off the conference at the luncheon on May 5 and workshops will fill the afternoon. Topics of those workshops include: helping communities have a better understanding of how to increase tourism activity in their area; recruiting volunteers and developing volunteer programs to aid tourism attractions and festivals throughout the state; and working with your legislator. A banquet, sponsored by the Iowa Beef Industry Council, will cap off the first day.

Activities on May 6 will center on advertising and promotion in tourism. Workshops will cover: advertising; helping the news media help you; and a general discussion period, something requested by last year's attendees.

The advance registration fee is $30, and registrations must be postmarked by April 16. Guest tickets for the banquet alone, also under the April 16 deadline, are available for $13. After April 16, the registration fee will be $40.

For more information and registration materials, contact the Tourism and Travel Division, Iowa Development Commission, 250 Jewett Building, Des Moines, IA 50309, 515/281-3100.

Iowa
a place to grow

IDC DIGEST
March 1982 Vol. XI-No. 4

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Mailing list update

It's a little like trying to put socks on an octopus, but we are in the process of updating the *Digest* mailing list. The *Digest* has a circulation of nearly 12,000, and we would like to cut costs by weeding out any duplications and unneeded copies.

If you are receiving more than one copy of the *Digest*, or if you would like to be removed from the mailing list, please let us know and include the number from the top of all mailing labels involved.

Also, if you would like to be added to the mailing list, or know of someone who would like to receive his or her own copy, just drop us a line and we will gladly include the new names in future mailings. We want to be sure that the *Digest* reaches everyone who would like to read it.

We are also asking for your patience in this matter, since updating takes about six weeks.

For mailing list changes, contact Dana Greenlee, Public Information Division, Iowa Development Commission, 250 Jewett Building, Des Moines, IA 50309, 515/281-3098.

If you have any story ideas or topics you think should be covered in the *Digest*, contact me, Megan Antenucci, at the same address as above or call 515/281-3193. Thanks for your help.

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MAY 17 1982

Iowa Development Commission

Digest

April, 1982

Swanson joins IDC

Story on page 6

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not listed here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
14,000	Sheldon	Lt. Manufacturing
14,310	Marshalltown	Sales/Service
16,500	Lake Mills	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
24,000	Creston	Lt. Mfg./Warehousing
25,200	Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
50,000	Atlantic	Mfg./Warehousing
60,000	Davenport	Lt. Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
75,000	Davenport	Mfg./Warehousing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
94,288	Keosauqua	Manufacturing
97,000 (2 at this size)	Cedar Rapids	Spec Buildings (new)
102,000	Des Moines	Lt. Mfg./Warehousing
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
192,000	Centerville	Manufacturing
202,300	Sigourney	Manufacturing (3 Bldgs.)
226,645	Camanche	Lt. Mfg./Warehousing
248,000	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Help!

For the past three years, more than 80 percent of the industries looking for new plant locations in Iowa have concentrated [illegible] communities that have one or more buildings available for occupancy. And the trend is certain to continue, as inflation keeps driving up the cost of construction, forcing industries to seek sites with buildings already erected.

Communities with speculative buildings and those with vacant structures in good condition are locating the most new industries.

In order for the IDC to help industries locate new plants and bring in new jobs to your area, we need to be informed as soon as possible about the potentials of your community. If you have an available building that is in good condition and larger than 10,000 square feet, call 515/281-3389 and talk with the Industrial Development staff. It just might be the most important call you can make for your community's sake. ✤

KEEP IT UP, AMERICA.
LITTLE BY LITTLE, IT ALL ADDS UP.

We're doing it. We're driving less, planning trips more wisely, keeping our cars in tune—we're taking the simple but necessary steps to save gasoline... and money.

Things like...
Driving at moderate speed and a steady pace. 35 to 45 miles per hour is the most efficient driving speed (no more than 55 on the highway). Paying closer attention to the traffic flow can help you avoid unnecessary acceleration or sudden braking.

Following easy steps like these really can help reduce your gasoline bills. So keep up the good work!

Governor's export conference set for June 22, Cedar Rapids

The 10th Annual Governor's Conference on Export Expansion is scheduled for June 22, 1982, at Stouffer's Five Seasons Hotel in Cedar Rapids.

Export interest grows

Leading Iowa and Midwest industrialists will be on the program to outline their successful entry into the foreign market. Total exports from Iowa exceeded $7 billion for the first time in 1980, and interest in the export market continues to expand, partially due to poor domestic economic conditions.

Export awards

In addition to the exporters on the program, a cabinet-level speaker from Washington, D.C., will be speaking, if scheduling works out as planned. Also, Governor Ray will present awards to Iowa exporting companies that have done outstanding work in international trade.

"This annual conference has proven quite valuable to both Iowa exporters and companies interested in entering the exporting market," Max Olson, manager of international trade promotion with the Iowa Development Commission, said. "Iowa continues to be a leader in international trade, and this conference is one way to help Iowa firms learn more about marketing abroad."

For more information about the 10th Annual Governor's Conference on Export Expansion, contact the Iowa Development Commission, International Trade Promotion, 250 Jewett Building, Des Moines, IA 50309, 515/281-3585. ◆

Iowans to France, South Africa

Business representatives in France and the Republic of South Africa will be hearing about quality products from Iowa, from the people responsible for producing those products, during the Iowa Development Commission trade mission scheduled for May 30-June 13.

France

"The Junior Chamber of Commerce in Arcachon, France, will host our delegation during the visit to the Bordeaux area in the southwestern part of that country," Max Olson, manager for international trade promotion with the IDC, said. "Our people will be taking part in a seminar where ideas will be exchanged on doing business in Iowa."

Paul Wagner, director of the IDC International Office in Frankfurt, West Germany, will be making a presentation on doing business with Iowans, and several trade delegation members will also be on the program. Olson said officials have estimated that about 200 French business representatives will attend the seminar.

Expomat

In addition to the seminar, the preliminary schedule for the trip calls for a one-day stop at Expomat, a large European industrial show.

Iowa company participants will also have appointments scheduled for them to arrange for companies in France to import and distribute their products in the French and European market.

After making contacts in France, the group will move on to South Africa, an especially strong market for Iowa products according to preliminary information.

South African Market

"About 70 Iowa companies are currently doing business with South African firms, and our surveys indicated high interest in visiting that part of the world," Olson said.

Time is drawing short, but Iowa business representatives interested in more information on the France/South Africa Trade Mission should contact Olson at the IDC by calling 515/281-3138.

Plans are beginning to take shape for another trade mission in November, 1982, to Southeast Asia. Olson also has information on that trip and may be contacted at the number listed above. ◆

Iowa gears up for 1982 travel season

In preparation for this year's travel season, the Iowa Development Commission's Tourism and Travel Division has been working on a variety of projects designed to pass the word that Iowa is a great place to vacation and travel.

Travel shows

Travel division staff members set up the Iowa booth at four vacation and travel shows in 1982. They included: Kansas City, February 2-7; Indianapolis, February 19-28; Milwaukee, March 12-21 and Cleveland, March 19-28.

"The total attendance at the four shows was in the neighborhood of 750,000," Dave Kjolhede, travel division assistant director, said. "We gave out 26,000 pieces of literature, and talked with a lot of people who wanted information on Iowa."

Kjolhede said the four shows were selected because they were in Iowa's main travel market area, the states that traditionally send many visitors to Iowa.

Travel shows are an excellent way to sell Iowa to travelers, according to Kjolhede because there is a prescreened audience; people attending the travel shows are looking for information and are interested in finding answers to their questions about tourism events and attractions.

Tourism map

In another effort to spread the word about travel in Iowa, the division has developed a new Iowa tourism map. The map is designed to provide comprehensive travel information in an inexpensive package.

"During 1981, the travel division spent more than $29,000 on postage to answer requests for Iowa travel information," Tourism and Travel Division Director Phil Morgan said. "Our new tourism map is lightweight and much less expensive to print than the slick Iowa booklet that we have published in the past. We will be saving money on both postage and printing costs, two things that are taking more and more of our limited budget."

Morgan said that the tourism map includes attractive color photographs of Iowa attractions, contains editorial copy about things to see and do in Iowa, lists local attractions

"Ah, the adventure of the open road," he says.
"The breathtaking view of several states from behind a steering wheel," he says.
"Next time we try IOWA," he says.

Take a vacation and have a good time, too. Scenery, museums, festivals and campsites are just hours away. Bet there's an Iowa adventure you haven't tried yet. We'll help you find it. Write TRY IOWA, Iowa Development Commission, Travel Division, 250 Jewett Bldg., Des Moines 50309.

try Iowa!

and includes the official Department of Transportation highway map of the entire state, excluding the detailed city maps.

"The new tourism map, combined with the tourism calendar of events and the new Iowa accommodations directory — not yet published — will make a complete, relatively inexpensive package of information for potential travelers to Iowa," Morgan said.

The IDC also has more than 300 specific brochures on file from the various travel attractions and events throughout Iowa. For brochure information, write to the Iowa Development Commission, Travel Information, 250 Jewett Building, Des Moines, IA 50309, or call 515/281-3679.

Information centers

Final preparations are being made to open the IDC's seven information centers located on the interstate highway system. The centers will be open to the traveling public May 16 through September 15 from 8 a.m. to 7 p.m. daily. Staff members will be in the centers to answer questions from travelers in Iowa.

The locations of the centers are as follows: westbound I-80 west of West Des Moines, eastbound I-80 near Underwood, westbound I-80 outside of Wilton, eastbound I-80 near Victor, northbound I-35 at Davis City, southbound I-35 at Clear Lake and southbound I-29 near Sergeant Bluff.

Tourism conference

Finally, people involved in all phases of Iowa's travel industry will gather at the Stouffer's Five Seasons Hotel in Cedar Rapids May 5-6 at the second annual Iowa Governor's Conference on Tourism. The schedule of activities is printed below. The conference is open to anyone interested in promoting tourism and travel in the Hawkeye State. The registration fee will be $40 and includes all workshops, materials, and the reception and banquet on the first evening.

For more information about any of the activities listed, write the Iowa Development Commission, Tourism and Travel Division, 250 Jewett Building, Des Moines, IA 50309 or call 515/281-3100. ✤

1982 Iowa Governor's Conference on Tourism

Wednesday, May 5

10:00 - 11:30 a.m.	REGISTRATION
11:30 - 12:45	KICK-OFF LUNCHEON Welcome Remarks: William Burger, Iowa Development Commission Chairman The Iowa Travel Council — The 2nd Year: Marlyce Heidt, President Iowa Travel Council
1:00 - 2:00 p.m.	CHOICE OF THREE WORKSHOPS **Y'all Come - Tourism and Your Community* Identifying and developing attractions to draw travelers to your town. Speaker: Dr. Uel Blank, Extension Resource Economist, University of Minnesota, St. Paul, Minn. **To Move a Mountain - Recruiting and Organizing Volunteers* Developing and maintaining tourism attractions through community volunteer programs. Potential funding sources. Speaker: Paul Comer, Director, Community Betterment Division, Iowa Development Commission, Des Moines. **Do Legislators Speak Our Language?* Working with your legislators and helping them work for you. Speakers: Iowa State Senator Bob Rush, Cedar Rapids Iowa State Representative Robert M.L. Johnson, Cedar Rapids.
2:00 - 2:15 p.m.	BREAK
2:15 - 3:15 p.m.	ABOVE THREE WORKSHOPS REPEATED
3:15 - 3:30 p.m.	BREAK
3:30 - 4:30 p.m.	ABOVE THREE WORKSHOPS REPEATED
6:00 - 7:00 p.m.	RECEPTION Iowa Wine Sampling Private Stock Winery, Boone Christina Wine Cellars, McGregor
7:00 p.m.	BANQUET BEGINS Address: Thomas L. Davidson, Chief Executive Officer, Davidson-Peterson Associates, Inc., New York, N.Y. Sponsor: Iowa Beef Industry Council

Thursday, May 6

9:00 - 10:15 a.m.	CHOICE OF TWO WORKSHOPS **Entering the Great Unknown - The ABC's of Advertising* Speaker: Professor John Kottman, Chairman Marketing Department, College of Business University of Iowa, Iowa City **Media: Friend Not Foe - Working Effectively With Reporters and Editors* Speakers: Dix Hollobaugh, Travel Writer Des Moines Register, Des Moines Gary Sarnoff, Reporter "Eastern Iowa Close Up" KWWL-TV, Waterloo
10:15 - 10:30 a.m.	BREAK
10:30 - 11:45 a.m.	ABOVE TWO WORKSHOPS REPEATED
12:00 Noon	CLOSING LUNCHEON *Shirtsleeve Seminar - A "Town Meeting" Tourism-Style* A group discussion on topics of interest and concern. Bring your questions and ideas, and don't be afraid to air them.

Swanson chosen as new

Governor Robert Ray has named David H. Swanson as the new director of the Iowa Development Commission. Swanson takes over from William Bestmann, who resigned March 31 after being with the IDC for a little more than a year.

Swanson, 51, is a native of White Bear Lake, Minnesota. He is on leave of absence from his position as director of the Center for Industrial Research and Service at Iowa State University. His leave expires on January 15, at which time he plans to return to his duties at ISU.

As director of CIRAS for nearly four years, Swanson has been responsible for the efforts of that university-based center to provide management and technical assistance to Iowa's 3,800 manufacturers. CIRAS has a staff of 18 and gets support from the ISU faculty and staff. Iowa firms needing assistance in marketing, accounting, product development, engineering, plant layout, finance, general management and other areas can look to CIRAS for practical suggestions. Swanson also has responsibility for a technical assistance program for inventors and innovators, funded by the Economic Development Administration, and the new statewide Small Business Development Centers.

Before joining CIRAS, Swanson was in charge of the Wisconsin Division of Business Development Services, the IDC's counterpart in Wisconsin. Swanson has also worked in economic development for both private and public organizations in several parts of the country, including a seven-year association with Iowa Southern Utilities Company in Centerville.

Swanson holds a BA degree in economics from St. Cloud State College in Minnesota, an MA degree in economics from the University of Minnesota and he is a doctoral candidate in adult education at ISU.

The new IDC Director took some time to talk with the *Digest* about some of his past experiences and new ideas for promoting economic growth in Iowa. What follows came from that initial conversation as Swanson took over the reins at the IDC.

Q: Dave, you've worked for a variety of organizations over the years. What qualifications and experiences do you bring with you to the director's office of the IDC?

A: I have worked in economic development in a number of settings; from Minnesota to southern Iowa, to the Southern United States and in the IDC's counterpart in Wisconsin. Working in these different areas has given me a good perspective on what needs to be done in Iowa and what other states are doing to spur economic growth.

Q: What prompted you to join the IDC?

A: Governor Ray asked me if I would take on the job of director of the IDC, and the university concurred that it was something I should do. I have had the opportunity to work with the IDC many times, and the commission has one of the best development organizations and programs in the country. Also, I thought that the directorship would be a challenge, especially during a recession.

Q: What do you see as the biggest challenge facing the state of Iowa now, and what can the IDC do to help?

A: The recession and high interest rates have really hit the primary industries of this state, including agriculture. We are seeing a real upheaval in the manufacturing sector since firms are trying desperately to reduce operating costs. Iowa has some excellent industries, but many are mature industries. The main challenge facing the IDC right now is to figure out how to get growth industries into the state and to position ourselves for the next surge in the economy. We have a good start on that with the business tax incentives recently passed by the legislature, making us very competitive with other states . . . but, I'm talking about developing a plan for where we want to be 10, if not 20, years from now. And I can tell you that we aren't going to accomplish all of this in eight months.

Q: In making the announcement that he was appointing a new IDC director, Governor Ray said he wanted someone who was creative, had ideas and who would vigorously promote the state. Have you formulated any new ideas for promoting Iowa that you would like the IDC to undertake?

A: I think we need to take a strong look at emerging technologies and see how they can benefit the state. High-tech industries are going to be the growth industries in years to come, and we need to get into a long-range plan on how to attract growth industries to Iowa. We are going through a terrible economic period right now, but it isn't permanent. I am a promotion oriented person, and there is no doubt that we will end up with a positive attitude.

Q: Let's go through the areas the IDC is involved in and talk about ideas. We've already mentioned industrial development, so let's move on to agriculture. What do you see as the most pressing needs of Iowa farmers, and what can the IDC do to help fulfill these needs?

A: There is no question that farmers need bigger markets for their products in order to increase prices and

IDC director

incomes. We're going to have to take a stronger posture here and overseas to help develop these markets.

Q: The Iowa Community Betterment Program is in full swing in its 12th year during 1982. What are some of your thoughts about the program?

A: It was my pleasure to be part of the original community development effort in Iowa, which developed into the current Iowa Community Betterment Program. After I moved and was working in other states, I was impressed with Iowa's continued efforts to help develop its communities, and I used Iowa communities as examples of what can be accomplished. ICB is an excellent program. When you work to improve a community, it helps everyone.

Q: You have had considerable experience working with Iowa companies. What are your thoughts about promoting Iowa products overseas, and do you think the IDC's International Office in Frankfurt is an asset?

A: The growth markets of the future are overseas, and this has been shown with product after product. This includes overseas markets for agricultural products and tourism — foreign visitors to the U.S. and Iowa. Even our universities are international, since we educate foreign students. I strongly support the IDC's International Office in Europe, and I wish we could have offices in other parts of the world as well. International offices are especially important to increasing exports and also for attracting reverse investments, firms investing in the U.S.

Q: What about the IDC's efforts to promote tourism and travel in Iowa?

A: There is an attraction to travelers in Iowa that didn't exist 15 years ago. The whole idea of returning to your roots has caught on, and that can bring visitors here. There is no doubt that tourism means dollars to Iowa, and a very large group of workers are employed in the service areas of our economy — the area that tourism falls into. It has been a difficult year to promote transcontinental travel, due to the recession, but I think we may soon see a different type of traveler, perhaps Iowans looking at and enjoying their own state in great depth and with great interest.

Q: At this point, do you foresee any major changes in the IDC in either programs or organization and operation of the office?

A: Organizationally, no. The biggest changes will be in establishing a viewpoint for the future. There is a real feeling of solidarity here, and the IDC is too good of an organization not to have strong, positive approaches to the future.

Q: What is your first task as the new director of the Iowa Development Commission?

A: The first thing is to get a good feel for the programs, get positive support for those programs and let the people responsible get on with accomplishing their goals. In the long term, getting more jobs for Iowa is the overriding goal. We need to provide a positive atmosphere and time our actions so economic growth can be accomplished. ♣

David Swanson, the new IDC director, receives applause from IDC staff members Debbie Ritchie, Debbie Calvert and Pam Martin (left to right on right side) after being introduced to the entire IDC staff by David Oman (left), executive assistant to Governor Ray.

Kafer receives Statesman Award

Keith Kafer, executive vice president of the Iowa City Chamber of Commerce and president of the Iowa Professional Developers, received the third annual Iowa Development Commission Foundation Statesman Award April 7 at the annual Iowa Chamber of Commerce Executives Spring Conference in Newton.

"The Statesman Award is presented annually to recognize an individual who has demonstrated professionalism in chamber work and service to the state of Iowa," according to IDC Executive Administrator Dave Schuetts. "We are proud to present this year's award to Keith Kafer who has done much to enhance the economic growth of Iowa City and the entire state."

Kafer has been involved in chamber work and economic development for many years. He works with industrial development, tourism development, and has served on the IDC/ICCE Liaison Committee — a vital link between the development commission and the private sector. He is past president of ICCE and has worked with legislative issues.

The Statesman Award selection committee is made up of the IDC division directors, and the program is sponsored by the IDC Foundation, which is not funded with tax dollars.

The first Statesman Award was presented to Clifford Dodson, of Burlington, and the 1981 award went to H.S. "Biff" Byrum, of Ottumwa.

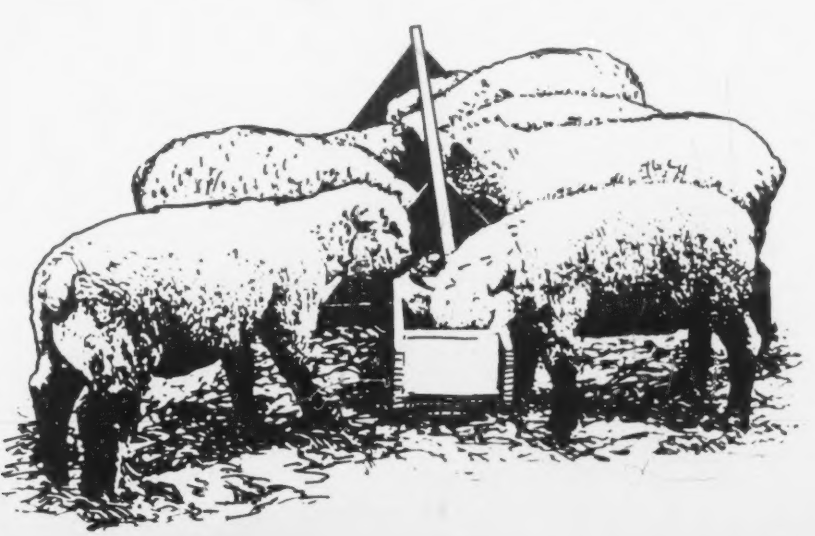
◆

April is Iowa Lamb Month

April usually brings to mind green grass, blooming flowers, gentle rains and freshly tilled soil. But, April also brings to mind . . . Lamb Month. In Iowa, producers, processors and retailers made April a month of special recognition for the lamb industry.

At a time when most industries are cutting back on production, Iowa's sheep industry continues to grow. That growth is reflected in several areas: the number of sheep in Iowa, the number of sheep producers and the number of promotional and educational activities carried out by those producers.

After years of declining production, the total number of all sheep and lambs in Iowa, as of January 1, 1982, had jumped 10 percent to 485,000 head, up from 437,000 in 1981. Nationally, there was only a 1 percent rise.



Iowans continue to outpace the nation's sheep producers in another category — the number of farms on which sheep are raised. A 12 percent jump has occurred from 12,500 farms in 1981, to 14,000 in 1982.

With this growth comes the challenge of creating consumer awareness and preference for lamb. Iowa's sheep producers are meeting that challenge. Producer-involved promotions held in malls and grocery stores, cooking-with-lamb contests, newspaper supplements, educational programs in schools and institutions and wool style shows were part of the promotional activities in April.

To fund future promotional projects, the Iowa sheep producers have initiated a voluntary check-off of two cents per pound for wool. With 3.5 million pounds of wool sold in Iowa annually, the check-off monies could be substantial. These producer-supplied funds could then be divided among research, promotion and education.

The Iowa Development Commission salutes the knowledge, energy and dedication of today's Iowa sheep producer.

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Iowa Ag & Business Indicators

Labor Demand and Supply[1] January, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	202	681	Iowa City	74	1,765
Atlantic	171	352	Keokuk	12	640
Burlington	68	1,341	Marshalltown	86	628
Carroll	17	113	Mason City	93	992
Cedar Rapids	230	3,829	Muscatine	105	825
Centerville	9	631	Newton	10	1,614
Charles City	20	24	Oskaloosa	4	218
Clinton	176	1,721	Ottumwa	17	911
Council Bluffs	61	1,167	Sheldon	38	128
Creston	41	221	Shenandoah	54	51
Davenport	194	5,227	Sioux City	502	3,052
Des Moines	412	3,585	Spencer	66	231
Dubuque	150	2,857	Storm Lake	41	268
Fairfield	15	348	Waterloo	92	515
Fort Dodge	164	1,231	Webster City	18	332
Fort Madison	51	524			

[1] All new applicants and job openings listed with the Iowa Department of Job Service

Consumer Price Index

	Jan. 1982	Jan. 1981
All Urban Consumers (1967 = 100)	282.5	260.5

Composite Construction Cost Index

	Oct. 1981	Oct. 1980
Composite Construction Cost Index (1977 = 100)	153.1	145.6

Business Data

	12/81	12/80	12 mos. 81	12 mos. 80
New Car Registration	10,986	8,278	94,442	97,129
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-3.8	24.9	20.1	106.9
Savings	-24.3	83.8	-16.4	349.2
Work Force (000)	1,368.1	1,391.9	1,404.1	1,451.0
Unemployment	72.8	66.8	65.2	70.9
Rate (% of work force)	5.3	4.8	4.6	4.9
Employment	1,295.2	1,325.1	1,339.0	1,380.1

Value of New Dwellings[1] ($000)

	2/82	2/81	2 mos. 82	2 mos. 81
Ames	$ 148.0	$ 0	$ 148.0	$ 0
Bettendorf	0	127.5	0	127.5
Burlington	75.0	0	155.0	0
Cedar Falls	85.6	359.8	140.1	401.1
Cedar Rapids	0	97.5	0	2,392.8
Clinton	0	0	0	0
Council Bluffs	0	61.2	0	61.2
Davenport	157.8	245.1	184.8	328.6
Des Moines	206.1	77.9	267.5	718.1
Dubuque	0	0	0	0
Fort Dodge	0	0	0	0
Iowa City	1,015.1	198.8	5,655.5	451.7
Keokuk	30.0	0	30.0	0
Marion	0	104.7	0	104.7
Marshalltown	0	46.0	0	46.0
Mason City	0	28.9	0	84.4
Muscatine	30.2	40.0	30.2	40.0
Newton	0	0	0	0
Ottumwa	31.0	80.0	31.0	80.0
Sioux City	33.0	0	55.2	30.5
Urbandale	62.5	116.1	62.5	116.1
Waterloo	65.0	554.1	65.0	1,380.4
W. Des Moines	0	42.1	0	288.3
TOTAL	$ 1,939.3	$ 2,179.7	$ 6,824.8	$ 6,651.4

Monthly Retail Trade[1] ($000)

SMSA[2]	12/81	12/80	% Change From Last Month
Cedar Rapids	20,572	19,456	+ 51.3
Des Moines	39,367	36,880	+ 57.9
Dubuque	10,552	10,003	+ 47.9
Omaha/C. Bluffs	54,401	49,921	+ 65.6
Sioux City	11,130	10,362	+ 61.8
Waterloo	12,165	11,726	+ 53.9

[1] Not adjusted for seasonal variation, holiday or trading day differences.

[2] Standard Metropolitan Statistical Area

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
December, 1981	218.11	875.00
January, 1982	217.83	871.10
February, 1982	221.75	824.39

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	2/82	1/82	2/81
Corn, bu.	$ 2.29	$ 2.38	$ 3.11
Soybeans, bu.	5.80	5.95	7.44
Oats, bu.	2.00	1.96	1.96
Hogs, cwt.	47.80	43.30	41.20
Beef cattle, cwt	55.00	52.50	59.00
Calves, cwt.	58.40	57.00	69.10
Milk (whls), cwt.	13.60	13.60	13.50
Sheep, cwt.	25.60	26.50	26.90
Lambs, cwt.	53.50	49.80	52.40
Eggs, doz.	.47	.50	N/A
All hay, ton baled	57.00	56.00	48.00
Turkeys, lb.	32	.31	.35

Average Prices Paid by Farmers

	2/15/82	2/15/81
Beef cattle concentrated, 32-36%	$ 12.70	$ 13.70
Hog feed, 38-42% protein	15.00	16.20
Soybean meal, 44% protein	13.00	14.00
Dairy feed, 16% protein	180.00	196.00
Poultry feed, layer ration	192.00	260.00

Commodity Feed Price Ratios

	2/15/82	2/15/81
Hog — corn[1]	20.9	13.2
Beef cattle — corn[1]	24.0	19.0
Egg — feed[2]	5.3	3.9
Milk — feed[3]	1.51	1.38

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:
Foreign business inquiries

Call 515/281-3581 for more information

Heat measuring device

A German manufacturer of heat efficiency devices for gas/oil furnaces is seeking a license arrangement with a U.S. company. The heat measuring device is portable and operates on alkaline cells, measuring for carbon dioxide content, gas temperature, and pressure or vacuum (draught in chimney). Based on chemical absorption, the measuring principle is chemically tied to a solid absorbing agent. All measures are taken by means of a probe. Since it contains no liquids, the device is useable even in tilted or overturned positions. (G32-2835L)

Bathroom fixtures

A German manufacturer of high quality bathroom accessories such as bathtubs, sinks, etc., is seeking a U.S. partner in the ceramic or tile business to form a venture to produce such products in the U.S.A. The company is Europe's largest producer of bathroom accessories. The tubs, sinks, etc., are formed of sheet steel 2.5 to 3.0 mm thick, and enameled by automatic equipment. The German company would be making a substantial investment in the venture and would be interested in discussing the project with a U.S. manufacturer having a suitable distribution system. (G32-2530J)

Food processing

A German consulting firm engaged in installations of poultry, livestock, slaughtering, rendering and cold storage plants in the Mid East is looking for a potential U.S. partner with the necessary know how and technology to act as a general contractor on same pending projects. The U.S. partner must be willing and able to operate in the Arab countries and West Africa. (G32-2320J)

Garage jacks

A French firm engaged in the manufacture of electromechanical garage jacks is seeking a cooperative arrangement with a U.S. firm for marketing of their product here in the U.S., and marketing complementary products of the U.S. company in Europe. (F32-2636J)

Consulting firm

A representative for a German consulting firm is seeking to acquire a U.S. firm in the construction contracting and consulting business. The size of the acquisition is not so important. The German company belongs to a group of companies with sales of over $4 billion and employs 1,200. (G32-2439A)

Steel pipe equipment

A Swedish manufacturer of heavy earth augers and hydraulic presses for pressing steel pipes under roads seeks contact with a U.S. company to manufacture and sell the equipment under license. The Swedish firm's intention is to establish a base in the U.S., starting with assembly in cooperation with a partner having a suitable sales organization. (S22-2234L)

Swimming pools

A German manufacturer of home/resort prefabricated swimming pools is seeking a joint venture opportunity with a U.S. firm. The pools come in three sizes, enclosed in a steel structure which contains the electrical and plumbing systems ready to hook up. An ideal partner would be a U.S. company having the capacity to weld and build large steel structures. The German company would contribute know-how and capital. Founded in 1974, the German firm employs 30 people. (G32-2939J)

Office furniture

A reputable German manufacturer of modern, top-of-the-line office furniture seeks to establish contact with U.S. office firms interested in acquiring a license for manufacture and distribution of its products in the states. The modular furniture is quickly adjustable to meet individual height and width requirements and consists of wooden, steel and plastic parts. The German firm would supply technical and marketing know-how. (G32-3725L)

Furniture and displays

A German manufacturer of furniture and store display units seeks to establish contacts with interested U.S. licensees. A compatible partner would be a manufacturer of upholstered furniture, reclining chairs, beds, or furniture hardware. The German firm was founded in 1945, employes 120 persons, and currently exports to 22 countries. (G32-3025L)

Concrete forms

A German company engaged in the manufacture of concrete forms and construction material is interested in making contact with a U.S. licensee in the construction field. The German firm was founded in 1977, has annual sales of $8,000,000, and employs 6 people. (G32-3134L)

Oil recycling equipment

A German company engaged in the production of oil recycling equipment is looking for a U.S. manufacturer that would be interested in a production license for its recycling equipment to convert oil refuse product into diesel fuels. The unit, which can be either stationary or mobile, is switchable from 3-phase current into alternating current and generator voltage. (G32-3235L)

Conveying systems

A Swiss company is seeking a license arrangement with a U.S. firm for the manufacture and distribution of conveying systems in the U.S. The conveyors are used by chemical, pharmaceutical, food processing, and plastic/rubber processing industries worldwide. The Swiss company claims the following system advantages: vertical and horizontal simultaneous conveying; no separation — no dust problem; no particle size reduction; and application with or without hopper. (S32-2735L)

Medical AV equipment

A Swiss manufacturer of audiovisual medical documentation equipment is seeking a license arrangement with a U.S. company for manufacture and distribution of its system. An ideal partner should have contacts in the following fields: hospitals, radiology, optometry, etc. (S32-3938L)

Landscaping equipment

A German manufacturer of machinery mainly used in gardens and for municipal uses has developed a new machine for setting concrete borders of any type. The German firm is looking for a U.S. business partner interested in a license arrangement for the machine and its distribution in the States. Founded in 1954, the German company employs 100 persons. (G32-3835L)

Brick factory

A French engineering firm is interested in building a clay brick making factory in the U.S. using a new French technology which claims a 30 percent economy over present manufacturing technique. They are interested in talking to firms in the brick manufacturing industry, the construction industry, or other serious investors. The total investment in the project would be approximately $10,000,000. (F42-4032D) ◆

Trade exhibition update

- U.S. Agricultural Equipment Catalog Exhibition at "Agro '82," Braga, Portugal, April 23-May 2, 1982.
- 57th International Agricultural Exposition, Munich, West Germany, May 20-26, 1982.
- SaudiMedicare '82, Health Care Hospital Supplies and Medical Equipment Show, Riyadh, Saudi Arabia, October 24-28, 1982.
- Middle East Construction and Municipal Services Exposition, Jeddah, Saudi Arabia, November 4-10, 1982.
- Electronica '82, Munich, West Germany, November 9-13, 1982.
- Saudi Home and Leisure Show '82, Riyadh, Saudi Arabia, November 14-19, 1982.
- ArabBuild '82, Third Middle East Building Materials, Housing Systems, Construction Machinery and Public Works Show and Conference, Bahrain, November 14-19, 1982.
- Production Indonesia, International Plastics, Rubber, Printing, Packaging, Textile, Woodworking, Production Machinery, Factory Equipment and Instrumentation Exhibition, Jakarata, Indonesia, November 16-20, 1982.
- SaudiArabian Oil, Gas, Petrochemical, and Plastics Exposition (OPEXPO '82), Jeddah, Saudi Arabia, December 5-10, 1982.
- SaudiCity '82, Public Works, Municipal Services and Urban Engineering Show, Riyadh, Saudi Arabia, December 5-9, 1982.
- Middle East Aviation and Ground Support, Jeddah, Saudi Arabia, February 6-11, 1983.
- BAUMA '82, Construction and Materials Handling Equipment, Munich, West Germany, April 8-14, 1983. ◆

Iowa
a place to grow

IDC DIGEST

April 1982 **Vol. XI-No. 5**

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Speakers available

Do you have questions about industrial development, international trade, tourism, agriculture or Iowa in general? If so, the Iowa Development Commission staff is ready to come to your meeting or community to talk about economic development in Iowa and the IDC programs and activities.

If you would like an IDC staff member to speak to your group or organization, write to the Iowa Development Commission, 250 Jewett Building, Des Moines, IA 50309, or call 515/281-8748.

Working together, all Iowans can help steer the state toward a prosperous and economically healthy future.

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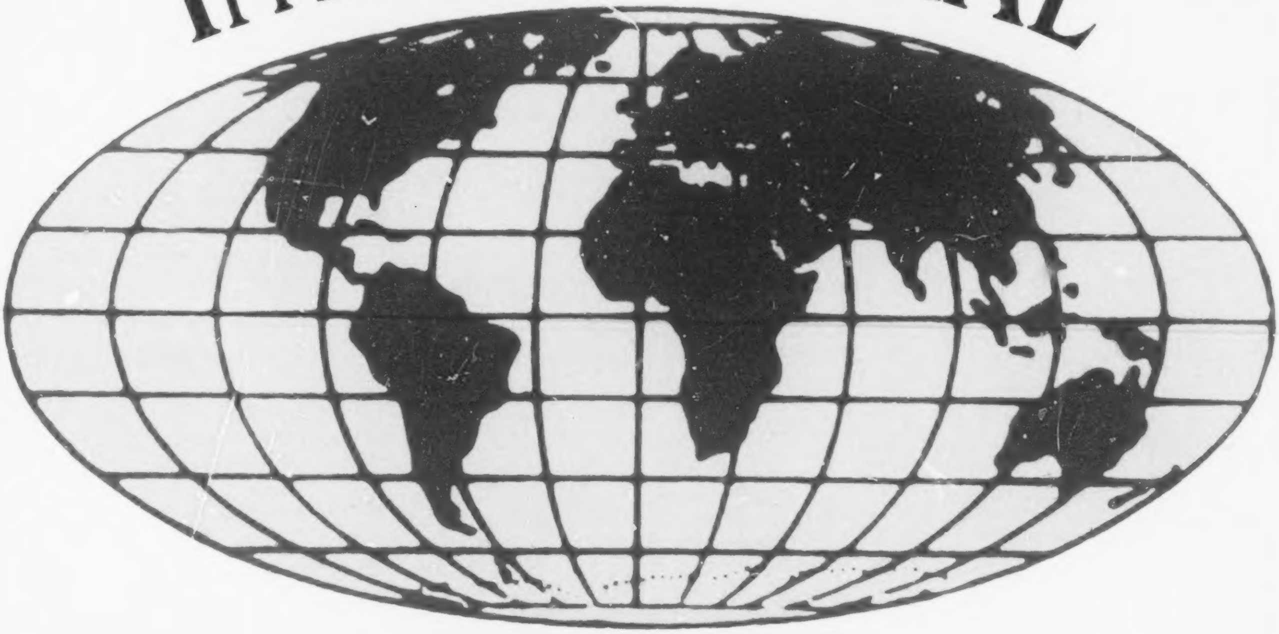
Iowa Development Commission

Digest

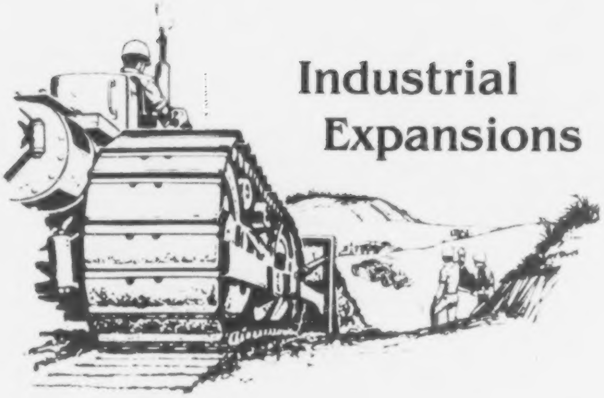
May, 1982

INTERNATIONAL



TRADE

Story on page 5



Industrial Expansions

IDC helps Iowa's

Research shows that 80 percent of the new jobs created each year in Iowa come from expansions by industries already located in the Hawkeye State, rather than from new industries moving into Iowa. And this trend holds true throughout the nation.

The Iowa Development Commission has long recognized the importance of Iowa's industries, and has a special program designed to improve relationships between Iowa industries and the communities in which they are located. Jim Chupp and Dennis Holcomb run the IDC's Existing Industries Program, and help industrial development organizations throughout the state give recognition to Iowa's industries and develop a well organized industrial retention program.

Benefits include jobs

"It is time for development groups to aim programs directly at existing industries," Chupp, the IDC's manager for existing industries, said. "Many benefits, including new jobs, can come from this type of program. Also, if a new industrial prospect comes to a community, there are no better salespeople for the community than those who work in the local industries."

Through the Existing Industries Program, Chupp and Holcomb help encourage the retention and expansion of industry through assistance activities including monitoring regulatory practices, promoting interagency cooperation within state government, and offering assistance in obtaining financing through industrial revenue bonds, federal programs and conventional financing.

In addition, the EIP will promote start-up training programs available through the area community colleges located throughout Iowa by helping spread the word about the state programs available to train new employees on new equipment.

Cedar Rapids

Cedar Rapids is a good example of an Iowa community that is just beginning to work with local industries through the IDC's Existing Industry Program. Ken Caldwell, director of economic development with the Cedar Rapids-Marion Area

IBP to open pork plant

Iowa Beef Processors announced in mid-April that it has purchased the vacant Hygrade Food Products plant in Storm Lake for $2.5 million and will open a pork processing plant in early fall with initial employment of 350 production workers and 35 management personnel.

According to the *Storm Lake Register's* Extra edition, Gene Leman, group vice president of the IBP pork division, said the plant will initially operate with one shift and will be expanded to a second shift as soon as it is feasible. When the two shifts are operating, IBP officials anticipate employment could grow to 500 to 700 workers.

IBP will be entering the pork business at a "quick gallop," IBP President Robert L. Peterson said at the special news conference held in Governor Robert Ray's office April 15. He called the entry into the pork business "a new era for Iowa Beef."

Governor Ray, talking about the impact of the new IBP plant on the entire state, said Iowa has a large hog industry, and, though it has processing facilities, the state still exports many hogs to other states. He said it will be good to keep those hogs in Iowa.

"The official announcement by IBP that they are going to locate a major hog processing plant in Storm Lake is the result of cooperation and a lot of hard work by many groups," according to Jim Chupp, manager of existing industries with the Iowa Development Commission. Chupp coordinated the IDC's efforts to help IBP find a suitable Iowa location. "Months of work went into this project, and the hundreds of jobs and large economic impact on the state make it more than worthwhile."

IBP President Peterson said IBP, which is the nation's leading beef

industries, communities

Chamber of Commerce, has put together a 30-member existing industries task group to begin calling on Cedar Rapids and Marion area industries.

"People here are excited about getting involved in economic development," Caldwell said. "I've had a lot of support from Cedar Rapids area business people in getting this program organized to help maintain a strong industrial base in this community."

The Cedar Rapids existing industries task group is putting the final touches on a questionnaire that will be the basis for their visits to leaders of local industries. The questionnaire addresses adequacy of local labor supply, city services, education and training, future plans of the industry, transportation and utilities and other areas involved in fulfilling the needs of local industries.

"The industry questionnaire is a good tool to start a frank discussion between community leaders and industries," the IDC's Holcomb said. "Something that starts out as a minor problem can develop into a

company, feels it can bring the same efficiencies to the pork processing business that it has brought to the beef industry during the last 21 years.

The Storm Lake plant initially will be capable of processing 1.5 million hogs a year. Expansion to a second shift will increase production to about 3 million hogs annually. U.S. Department of Agriculture estimates show there are about 17.5 million hogs marketed annually within a 150 mile radius of Storm Lake, making it one of the Nation's largest pork producing regions.

The Storm Lake Register's Extra edition summed up the mood in that Iowa community by saying, "On the streets of Storm Lake today, the letters IBP were on the tip of every tongue and smiles were on every face as people in the city celebrated the return of the meat packing industry to the area." ♣

Iowa Beef Processor's President Robert L. Peterson answers questions at a news conference held by Governor Robert Ray to announce the opening of an IBP pork plant in Storm Lake.

Continued from page 3

major problem if it isn't made known and taken care of in the early stages. When good channels of communication have been established in a community, this rarely happens."

A good start

Holcomb recently spent some time in Cedar Rapids, helping that community get a good start on working with its industries through the Existing Industries Program.

"Cedar Rapids has a good force of volunteers in its task group, and they will begin visiting local industries soon," Holcomb said. "They will use the questionnaire to get things rolling, and they will also give industry representatives a list of people to contact when questions arise. They will make sure that the industry is aware of business incentives in the area and they will talk about industrial training programs available through Kirkwood Community College in Cedar Rapids."

Holcomb was also recently in Mason City, a town that has been working in economic development and with the Existing Industries Program for a number of years. Holcomb was there to lead an existing industries tour: one or two days when community leaders and Chupp or Holcomb make rounds calling on local industries. The goal is to keep well-established lines of communication open through talking about new programs and policies or any problem areas, or major success, that have cropped up.

Mason City success

Successes were on the top of the Mason City list of things to talk about during the mid-April tour. Two industrial announcements were made during the two-day existing industries tour, and will result in more new jobs in Mason City.

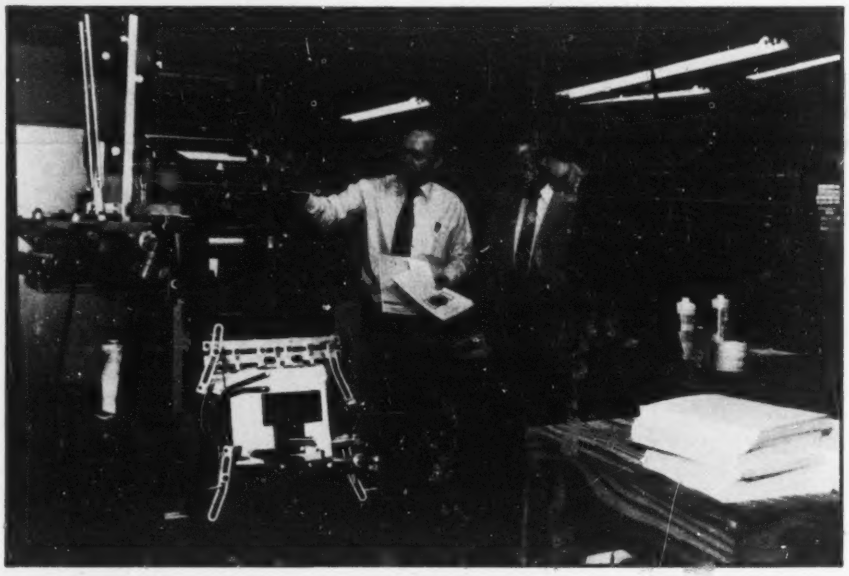
Curtis 1000 will be building a 10,000 square foot addition to their existing Mason City plant. The firm produces a variety of printed business supplies for both regional and national markets. Curtis 1000 located in Mason City in July, 1972, with about 10 employees the first year. By 1980, employment was up to 26. Today the plant employs 38 people, and the expansion may result in the need to hire additional workers.

Collins Avionics, a division of Rockwell International, will be adding a new department to their existing operation in Mason City. The new department will process wire used in many of Rockwell International products, and about 12 new workers will be hired by the firm. The Collins Avionics plant located in Mason City in 1977 with 28 employees. Today, the firm employs about 112 workers.

Finding problems

Not every Iowa community can have as many success stories in a short period of time as Mason City did during mid-April. But, working with the IDC's Existing Industry Program can help ensure that local industries are not having problems that might make them consider expanding in a different area when the local problem could be solved.

Chupp and Holcomb are available to visit with representatives in Iowa communities interested in improving industrial relationships. They can be contacted by writing the Iowa Development Commission, Existing Industries Program, 250 Jewett Building, Des Moines, Iowa 50309, or calling 515/281-3027 for Chupp and 515/281-3630 for Holcomb. ✤



Paul Scott, (left) Curtis 1000 Mason City plant manager, shows Dennis Holcomb, IDC regional manager, and Mason City Chamber of Commerce President Arlene Gilbert, some of the printing equipment in the firm's current 18,000 square foot facility. Curtis 1000 announced a 10,000 square foot expansion while Holcomb was in Mason City for an Existing Industry Tour in mid-April.

IDC viewpoint

Worldwide competition means economic health

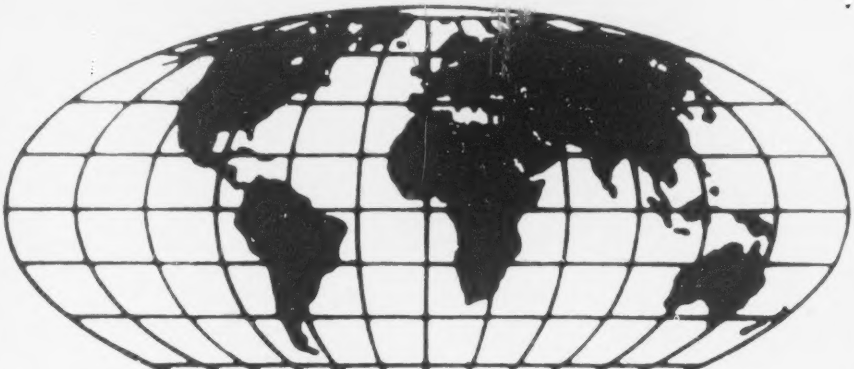
Cries for protection and trade barriers increase as competition intensifies

Competition. It is the cornerstone of our capitalistic economy and a part of life in the U.S. But when competition comes from outside our nation's borders, it can seem more intense and threatening than when it comes from within.

"The U.S. competitive position is being challenged as never before," according to Secretary of Commerce Malcolm Baldrige in *U.S. News & World Report's* March 1, 1982 article, "A Global Trade War on the Way?". "The long-term effects on our national security and our international influence could be severe."

A run for their money

Japanese car makers and steel producers, Korean textile manufacturers and a host of others from around the globe are giving U.S. firms a real run for their money. In addition, many of these countries have imposed tariffs, or other restrictions, on U.S. products. Because of this, danger is mounting of a multibillion-dollar trade war that could cut U.S. sales abroad and boost prices Americans pay at home, according to the *U.S. News* article.



As more U.S. companies find themselves pitted against competitors for sales, the cries for help are increasing in volume. Many individuals and firms are looking to the federal government for protection through imposing trade barriers.

"Around the globe, calls for protectionism are louder and more shrill than they have been in 50 years," *U.S. News* quotes U.S. Trade Representative Bill Brock as saying. The article goes on to say that increasingly in Congress, and within the Reagan administration, there is talk of "reciprocity" — putting up

Continued from page 5

import barriers to countries that are closing their markets to the U.S.

Trade deficit

Until 1971, the U.S. had a strong record in international trade, with a history of trade surpluses — we sold more than we bought in overseas markets. Then the tide began to turn. Since 1975, the trade balance for merchandise has been in the red.

Commerce Secretary Baldrige points out that the U.S. accumulated merchandise trade deficits of more than $120 billion from 1975 through 1980, according to *Nation's Business*, February, 1982. He projects that 1981 and 1982 deficits will add more than $60 billion to the total. Baldrige says expansion of U.S. exports is a cornerstone of President Reagan's economic recovery program.

Some say that an answer is to cut imports; that apart from essential industrial supplies and fuels, the U.S. could get along without imports. On the contrary, American Importers Association information says, imports which compete with domestic products perform the same economic functions as domestic competition: They promote innovation, give us access to new technology, allow American consumers a wider choice, challenge American producers to be more efficient and inventive, help combat inflation and create tens of thousands of new jobs related to importing.

Access to markets

Moreover, only by accepting import competition can we be sure that U.S. *exports* will have access to foreign markets. Third World Nations are the fastest-growing markets in the world for U.S. exports of capital goods, consumer goods and farm products — and these markets will continue to grow only as long as America is willing to accept competitive manufactured goods which these "new" economies must sell to the world in order to survive. In addition, low-cost imports from the developing nations are usually bargains for the American consumer, helping the battle against inflation.

While some imports are bargains for Americans, others are absolutely essential to industries, and cannot be found within the U.S. Minerals are one example. It is a geographic reality that most of the world's vital and strategic minerals are located in South Africa and the Soviet Union.

Without chrome ore, platinum, manganese and vanadium, U.S. industry could come to a halt since these elements are needed to make high-quality steel. Some experts maintain that a cut-off in either manganese or chrome would be more devastating to the Western world than a complete embargo on oil.

An important part

Foreign trade is an important ingredient in the recipe for a healthy U.S. economy. In our ever-shrinking world, the U.S. economy is thoroughly entwined in a global economic system. We cannot afford to isolate ourselves, anymore than other nations can claim self-sufficiency.

The Census Bureau estimated that 4.8 million U.S. jobs depend upon exports of goods and related services. Exports from Iowa provide 122,000 export-related jobs in the Hawkeye State and generate a payroll of more than $100 million annually. Iowa's estimated total exports for 1981 were $6.71 billion — $3.74 billion agricultural and $2.97 billion industrial. Approximately 20 percent of Iowa manufacturers export, compared to the national average of 10 percent. In agriculture, if Iowa were a separate country it would ship out more corn than the next three largest exporters *combined* (Argentina, South Africa and France). Each $100,000 increase in exports means two more jobs, $28,000 in personal income and $4,000 in state and local taxes.

New opportunities

Comprehensive and far-reaching international negotiations, the Multilateral Trade Negotiations, have resulted in agreements that should liberalize world trade over the next decade, according to the Office of Country Marketing in the U.S. Department of Commerce. The agreements also should open new opportunities for U.S. exports.

As the MTN agreements are phased in during the next ten years, free trade should become more a reality on a global scale. Agreements to unilaterally lower tariffs and other trade barriers should be far more stimulating to the world, and therefore U.S., economies than imposing new trade barriers in retaliation to those of our trading partners. A U.S. move toward tighter import restrictions would put us in a poor position to urge other countries to lift their barriers to allow U.S. products to be sold at competitive prices abroad.

Competition is key

The key is true competition in the marketplace, the world. Protectionism will solve neither our trade deficit problem nor the domestic needs to expand the U.S. economy, stabilize prices and create more jobs. Instead, protectionism will provoke foreign retaliation, slow our export growth and constrict world trade.

The impact of competition, both foreign and domestic, on American jobs should be confronted by policies that foster economic growth as stable prices rather than freezing or protecting inefficient economic activities. A growing economy can afford to help workers and capital shift from obsolescent economic activities into more productive and rewarding activities, making America more prosperous and more competitive in the world marketplace. ◆

Protectionism's Perils

Protectionism is in the wind, and as always, its seductive perfume masks a debilitating narcotic.

International competition has the same virtues and characteristics as domestic competition. It provides more and better products, promotes efficiency and keeps prices down. But in the process, competition creates losers as well as winners. And the losers often seek political protection.

The fallacy of erecting trade barriers — as an economic proposition — is easy to see. Just take the practice to its logical extreme: Suppose every country imposed equally severe restrictions on international commerce. Then each would be in the same position, relatively, as if there were no restrictions. But less trade would take place in such an ultraprotectionist world, and consequently, living standards would be lower. Much lower.

Well, don't we have to shield our industries and workers from the unfair trade practices of others? As a matter of economic theory, most economists would say no. A protectionist country is likely to do more harm to itself than to its trading partners. A country that sells to other countries while refusing to buy from them is exchanging useful products for little pieces of paper — money — that have value only because they represent claims on goods and services. A country that sells its products for less than their cost is making a gift of the difference to its customers.

Democracies, however, seldom function strictly according to economic theory. When the discriminatory practices of one country are (or appear to be) the cause of economic problems in another, political pressure to retaliate can become irresistible. The U.S. is nearing that point today, a fact our trading partners should note.

Retaliatory trade restrictions are in some ways similar to nuclear weapons. The threat of their use may help to preserve the peace, but if they actually have to be employed, it's a catastrophe. Any U.S. protectionist moves should be intended solely to persuade other countries to agree to mutual reductions. Otherwise, retaliation will beget retaliation as nations "protect" themselves into a major depression.

The best course for the U.S. government to follow is to help its businesses become better competitors, rather than try to shield them from competition. Essential to the success of such a policy is abandonment of the air of suspicious hostility that has long prevailed between the federal government and the nation's private enterprises. There are several specific steps that would help, too:

- Revise antitrust law to recognize that competition takes place on a worldwide scale. The test for monopoly should not be the number of American producers. It should be the availability of competitve products and services, from whatever source.
- Stop trying to apply American law within the borders of other sovereign states. The foreign affiliates of American companies should not be placed in the impossible position of having to serve two masters making conflicting demands.
- Encourage the State Department and other agencies of the U.S. government to help Americans find and exploit overseas business opportunities.

As Commerce Secretary Malcolm Baldrige warns: "Unless we get our act together, we risk a long-term period of economic decline." ◆

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May is Iowa Beef Month

May is officially Beef Month in Iowa. During the month, the Iowa beef industry is featured in hundreds of newspapers, promoted in every corner of the state over radio and TV, and recognized by consumers, businesses and thousands of people in Iowa who are part of the beef industry.

Beef Month in the Hawkeye State is coordinated by the Iowa Beef Industry Council, an organization funded by the 30,000 cattle producers of Iowa through the checkoff deduction on all cattle marketed.

Projects and programs

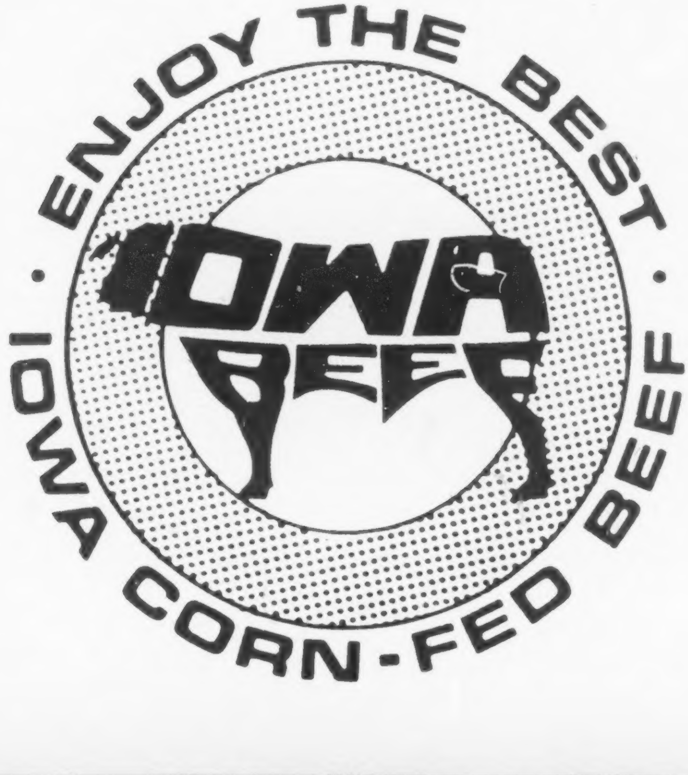
Projects include barbecues, banquets, shopping center promotions, grocery store displays and taste samplings, cooking and cutting demonstrations, rural-urban civic meetings and forums, educational programs and just about anything a local group would like to do to promote beef and enhance the image of both the product and the industry.

IBIC Executive Director Bruce Berven explained that while the primary goal of the promotion is to generate positive publicity for beef, the activities and format of the campaign will yield other positive results.

Cooperation

"We need to recognize that the whole industry must work together, that the cattlemen depend on the packer, on their suppliers, on the grocer and the restauranteur . . . on everybody from the trucker who hauls the livestock to the factory worker who makes feed wagons . . . and vice versa.

"The cooperation going on during May is just the kind of thing we need to give beef the push to get back toward profitability," Berven continued. "The cattlemen have made a commitment to promote their product, but they recognize that only with the help of everybody in the industry can our promotions be successful."



$7.8 million in advertising

The campaign theme, "Somehow, Nothing Satisfies Like Beef," is the same theme being delivered to consumers around the country through the joint efforts of 29 state beef councils. These many organizations, in cooperation with packers and retailers, have pooled some $7.8 million in producer funds to support national television and print advertising aimed at about 200 million consumers.

"We are in the midst of the biggest beef promotion, both nationally and in Iowa, that has ever been attempted," Berven explained. "We believe in our product, we are proud of beef's quality, and we are committed to making the whole beef industry solid and profitable. With the kind of cooperation we see here during May, and the scope of the work we're doing nationally, we're sure that beef will continue to be a good, profitable industry for cattlemen, and for all of Iowa." ◆

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

February, 1982

Service Areas	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	132	301	Iowa City	61	742
Atlantic	9	113	Keokuk	2	176
Burlington	35	508	Marshalltown	117	448
Carroll	18	263	Mason City	73	501
Cedar Rapids	268	1,784	Muscatine	95	394
Centerville	11	179	Newton	13	182
Charles City	12	98	Oskaloosa	4	192
Clinton	172	516	Ottumwa	23	518
Council Bluffs	69	519	Sheldon	38	62
Creston	40	163	Shenandoah	18	147
Davenport	181	1,654	Sioux City	482	1,098
Des Moines	382	1,635	Spencer	75	215
Dubuque	106	1,597	Storm Lake	37	145
Fairfield	17	58	Waterloo	81	726
Fort Dodge	133	477	Webster City	22	148
Fort Madison	94	123			

[1] All new applicants and job openings listed with the Iowa Department of Job Service

Consumer Price Index

	Feb. 1982	Feb. 1981
All Urban Consumers (1967 = 100)	283.4	263.2

Composite Construction Cost Index

	Dec. 1981	Dec. 1980
Composite Construction Cost Index (1977 = 100)	158.2	147.8

Business Data

	1/82	1/81
New Car Registration	4,790	10,945
Iowa Savings & Loan ($000,000)		
Mortgage Loans	-13.7	-2.7
Savings	-14.4	-27.6
Work Force (000)	1,351.2	1,361.3
Unemployment	92.9	76.3
Rate (% of work force)	6.9	5.6
Employment	1,258.4	1,285.0

Value of New Dwellings[1] ($000)

	3/82	3/81	3 mos./82	3 mos./81
Ames	$ 0	$ 76.0	$ 148.0	$ 76.0
Bettendorf	93.7	470.0	93.7	597.5
Burlington	86.0	40.0	241.0	40.0
Cedar Falls	0	550.3	140.1	951.4
Cedar Rapids	0	212.9	0	2,605.7
Clinton	0	384.0	0	384.0
Council Bluffs	92.1	18.5	92.1	79.7
Davenport	393.9	872.1	578.7	1,200.7
Des Moines	336.3	826.4	603.8	1,544.5
Dubuque	153.2	0	153.2	0
Fort Dodge	0	110.0	0	110.0
Iowa City	1,705.5	686.0	7,361.0	1,137.7
Keokuk	0	138.0	30.0	138.0
Marion	0	349.7	0	454.4
Marshalltown	64.0	39.0	64.0	85.0
Mason City	85.0	90.5	85.0	174.4
Muscatine	35.3	348.7	65.5	388.7
Newton	36.3	0	36.3	0
Ottumwa	165.0	113.0	196.0	193.0
Sioux City	49.7	94.2	104.9	124.7
Urbandale	359.1	425.4	421.6	541.5
Waterloo	434.0	810.1	499.0	2,190.5
W. Des Moines	306.2	536.9	306.2	825.2
TOTAL	$ 4,395.3	$ 7,191.2	$ 11,220.1	$ 13,842.6

Monthly Retail Trade[1] ($000)

SMSA[2]	12/81	12/80	% Change From Last Month
Cedar Rapids	20,572	19,456	+ 51.3
Des Moines	39,367	36,880	+ 57.9
Dubuque	10,552	10,003	+ 47.9
Omaha/C. Bluffs	54,401	49,921	+ 65.6
Sioux City	11,130	10,362	+ 61.8
Waterloo	12,165	11,726	+ 53.9

[1] Not adjusted for seasonal variation, holiday or trading day differences.
[2] Standard Metropolitan Statistical Area

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
January, 1982	217.83	871.10
February, 1982	221.75	824.39
March, 1982	215.71	822.77

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	3/82	2/82	3/81
Corn, bu.	$ 2.31	$ 2.32	$ 3.17
Soybeans, bu.	5.76	5.86	7.61
Oats, bu.	1.98	2.06	2.03
Hogs, cwt.	48.50	48.00	39.00
Beef cattle, cwt.	55.60	54.00	57.60
Calves, cwt.	58.00	56.00	66.80
Milk (whls), cwt.	13.40	13.40	13.50
Sheep, cwt.	24.10	24.30	24.00
Lambs, cwt.	56.20	53.40	54.90
Eggs, doz.	.50	.47	N/A
All hay, ton baled	60.00	57.00	48.50
Turkeys, lb.	32	.32	.42

Average Prices Paid by Farmers

	3/15/82	3/15/81
Beef cattle concentrated, 32-36%	$ 12.80	$ 12.70
Hog feed, 38-42% protein	14.70	15.60
Soybean meal, 44% protein	12.50	13.00
Dairy feed, 16% protein	172.00	194.00
Poultry feed, layer ration	189.00	245.00

Commodity Feed Price Ratios

	3/15/82	3/15/81
Hog — corn[1]	21.0	12.3
Beef cattle — corn[1]	24.1	18.2
Egg — feed[2]	6.0	4.0
Milk — feed[3]	1.56	1.39

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Locknuts

A German firm is interested in granting a license to an American company for the manufacture of a new type of locknut used in the auto and railroad industries. According to the firm the locknut can be reused. The German firm is unable to produce sufficient quantities of the locknuts and, therefore, would like to cooperate with a U.S. company in the distribution, including purchasing part of the U.S. output for sale in West Germany (G32-3634L)

Concrete repair

A German firm involved in the development and production of concrete repair and structural protection systems would like to discuss a licensing arrangement with American companies. The American companies will be responsible for sales, management and promotion. Technical counsel will be provided by the German firm, which employes 65 people and lists annual sales of $2,700,000. (G32-3528L)

Oil field service

A Norwegian firm wishes to broaden its activities related to the petroleum industry. The company is looking for a joint venture or acquisition with firms in the oil field service, supply and manufacturing sectors. (N32-3429J)

Cleaners

A German manufacturer of household detergents, cleaners and specialty products is interested in granting licenses to American manufacturers in similar production lines. The German firm would also consider a joint venture by investing in an American company which would manufacture and distribute the German company's products. Established in 1963, the German firm employs 60 persons. (G32-3328L)

Synthetic resins

A West German manufacturer seeks a suitable cooperation, such as a joint venture or partnership in the U.S. with a compatible establishment for the production of synthetic resins used in the paint and varnish industry. The German company's product line includes caulking compounds, applications for surface decorations, and surface protections. The firm employs 100 people and lists sales of $17 million. (G42-4528J)

Pallet carriers

A German manufacturer of a new edgeboard carrier system for palletized parcels and packages wants to locate a U.S. license partner. The system consists of a fully automatic edge reinforcing machine. Established in 1975, the firm employs six people and lists $600,000 in annual sales. (G42-4635L)

Building directories

A German firm engaged in the manufacture of aluminum letter display directories used in banks, airports, office buildings, etc. seeks a license arrangement with a U.S. company. (G42-4734L)

Light fixtures

A Belgian manufacturing firm involved in the production of lighting appliances, such as chandeliers, spotlights, desk lamps, etc., wishes to make contact with U.S. companies regarding a joint venture opportunity. Founded in 1927, the Belgian firm currently employs 200. (B42-4836J)

Scrap processing machines

A German manufacturer of scrap processing machinery is interested in seeking licenses for manufacture of its machinery in the United States. The company has a full line of machines for various cutting and shearing operations. (G42-4935L)

Valves and taps

A German manufacturer of high quality turned brass parts for water valves, taps, etc., is seeking a joint venture with a U.S. company to market, then assemble, and finally manufacture if sales warrant. The German firm believes its products could be an alternative for U.S. faucet and plumbing supply manufacturers who now manufacture the entire product, including the interior valves. (G42-4134J)

Plastics molding

A medium-sized German enterprise engaged in the plastics processing industry using injection molding and blow molding methods is interested in a license arrangement with a U.S. company. The U.S. firm should have an existing distribution system and appropriate knowledge of the market. The German company is willing to supply technical knowledge, facilities and business capital. (G42-4230L)

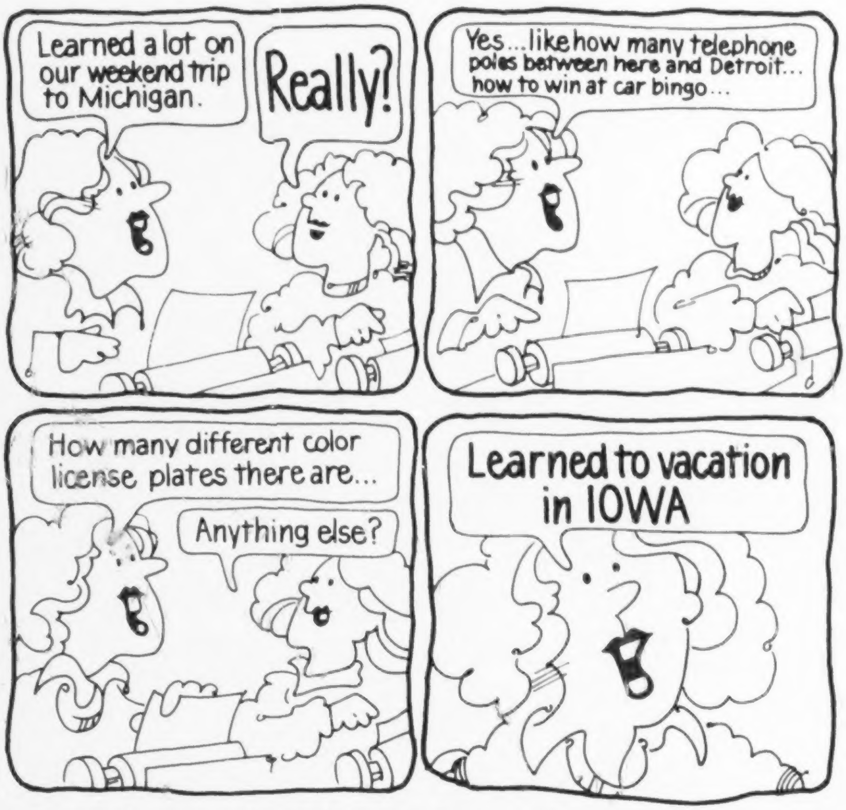
Electronic equipment

A German manufacturer of electronic data detection devices for welding wishes to establish a license arrangement with a U.S. company. The German firm license agreement would be intended for an adjustment calculation control unit used in welding shops. The product measures wire feeding speed, arc voltage, consumed wire, placed wire, and welding time. (G42-4336L)

Recycling machinery

A German firm involved in manufacturing of machines used in refuse processing, recycling and paper processing, and metal scrap processing is seeking a joint venture with an American company. The German firm employs 700 and has sales of $58 million. (G42-4435J) ◆

Iowa exports create Iowa jobs. Not only are there more than 56,000 jobs in Iowa related to exporting, but exporting adds nearly 7 billion dollars to Iowa's and the United States' economy. The Iowa Development Commission would like to urge you to salute Iowa's business and agriculture communities involved in exporting products. They deserve your thanks during World Trade Week, May 16-22.


Learned a lot on our weekend trip to Michigan.
Really?
Yes... like how many telephone poles between here and Detroit... how to win at car bingo...
How many different color license plates there are...
Anything else?
Learned to vacation in IOWA

Whether you're looking for excitement or relaxation, you can find it here . . . and you won't have to spend a lot of time behind the wheel. For more information, write TRY IOWA, Iowa Development Commission, Travel Division, 250 Jewett Bldg., Des Moines 50309.

this weekend try Iowa!

Iowa
a place to grow

IDC DIGEST

May 1982 Vol. XI-No. 6

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Governor's Export Conference June 22

In response to the nationwide recession, many business representatives are looking to overseas markets to expand sales. The 10th Annual Governor's Conference on Export Expansion, scheduled for June 22, 1982, at the Stouffer's Five Seasons Hotel in Cedar Rapids, has been designed to help Iowans learn more about exporting from those involved in the field.

Speakers

Robert Doyle, a widely recognized consultant in triangular trade and barter, will be one of the main speakers at the conference. Doyle, an attorney based in Minneapolis, has prepared and prosecuted many domestic and foreign patent and trademark applications. He has established and managed license and distribution programs in Europe and Asia. He was General Counsel, Patent Counsel and Export Manager for Char-Lynn Company from 1967 to late 1970.

During the past 17 years, Doyle has made about 45 trips overseas and negotiated matters in Asia, Europe and Central America. He spent more than five years in Asia during these trips. He has also successfully negotiated reverse investments with Japanese companies.

Another main speaker at the conference will be Joel D. Honigberg, president of the International Business Council and vice chairman of the Marshall International Trading Company, one of the nation's largest exporting trading companies. Honigberg is an expert in international trade, and will be talking with Iowans at the conference about future trends in exporting.

Governor Robert Ray's office also has extended an invitation to U.S. Secretary of Commerce Malcolm Baldrige, but it is not yet known if his schedule will allow him to attend the conference.

Southeast Asia

Two Iowa manufacturers who have had successes in marketing in the Southeast Asian area will explain their exporting programs. Also, a marketing specialist from the U.S. Department of Commerce will speak on marketing opportunities in the Association of Southeast Asian Nations. This section of the conference should be especially valuable since the fall 1982 Iowa Development Commission trade mission will be visiting that area of the world. All of the speakers will be available to answer individual questions.

Finally, Iowa firms that have done an outstanding job in expanding exporting activity will be recognized by an award from Gov. Ray at the noon luncheon.

A mailing with more information and registration materials for the conference is currently being sent to all Iowa manufacturers. If you do not receive the information shortly, contact Max Olson at the Iowa Development Commission, 250 Jewett Building, Des Moines, IA 50309, or call 515/281-3138, and he will send it out. ◆

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Iowa Development Commission
Digest
June, 1982

JUL 6 1982

Forest Craft Festival

July 17-18, 1982

Story on page 6

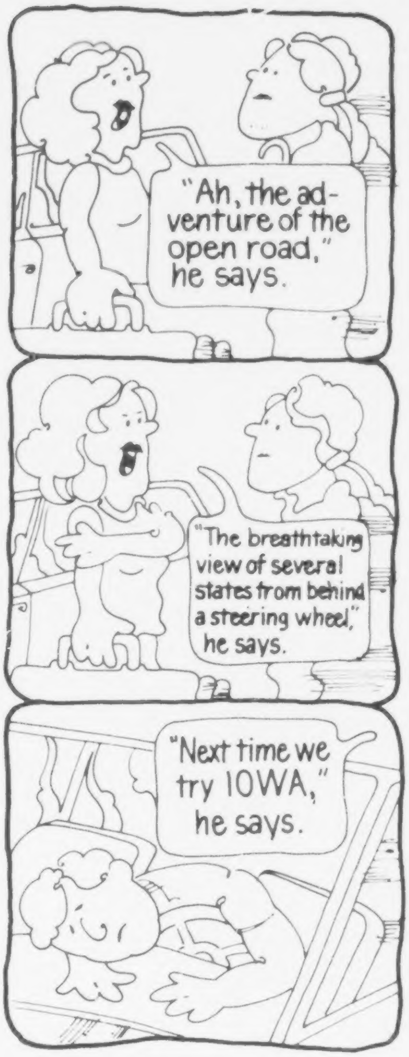
BEST AVAILABLE COPY

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/service
12,000	Sioux City	Spec Building (new)
14,310	Marshalltown	Sales/Service
16,500	Lake Mills	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
24,000	Creston	Lt. Mfg./Warehousing
25,200	Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg./Warehousing
29,400	Oelwein	Lt. Mfg./Warehousing
33,100	Eldora	Mfg./Warehousing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
50,000	Atlantic	Mfg./Warehousing
60,000	Davenport	Lt. Mfg./Warehousing
61,600	Cedar Rapids	Lt. Mfg./Warehousing
61,652	Burlington	Lt. Manufacturing
75,000	Davenport	Mfg./Warehousing
81,260	Des Moines	Mfg./Warehousing
81,400	Algona	Lt. Manufacturing
94,228	Keosauqua	Manufacturing
100,000 (3 at this size)	Cedar Rapids	Spec Buildings (new)
102,000	Des Moines	Lt. Mfg./Warehousing
120,000 (multi-bldg. complex)	Boone	Lt. Mfg./Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg./Warehousing
192,000	Centerville	Manufacturing
202,300	Sigourney	Manufacturing (3 Bldgs.)
226,645	Camanche	Lt. Mfg./Warehousing
248,000	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing


"Ah, the adventure of the open road," he says.
"The breathtaking view of several states from behind a steering wheel," he says.
"Next time we try IOWA," he says.

Take a vacation and have a good time, too. Scenery, museums, festivals and campsites are just hours away. Bet there's an Iowa adventure you haven't tried yet. We'll help you find it. Write TRY IOWA, Iowa Development Commission, Travel Division, 250 Jewett Bldg., Des Moines 50309.

try Iowa!

BEST AVAILABLE COPY

1982 Governor's Tourism Conference

Travelers are spending more than $1.5 billion in Iowa every year, and more than 100 members of Iowa's travel industry gathered in Cedar Rapids May 5-6 to exchange ideas and learn new promotional techniques on how to increase this industry's contribution to the Iowa economy.

The message at the 2nd Iowa Governor's Conference on Tourism from nationally-recognized experts in tourism and from Iowans in the industry was that the Hawkeye State can make its travel industry grow.

Iowa can lure travelers

Dr. Thomas Davidson, whose firm Davidson-Peterson Associates in New York has worked on some major campaigns, including the Bahamas and the "I Love New York" campaign, said that tourism creates jobs for unskilled workers, increases real estate values and brings new money into the state. He added that though Iowa does not have the New York theater district or balmy Bahamian beaches, the majority of tourists are not looking for exotic vacations.

"The greatest number of travelers are looking for things I've . . . seen here," he said. "Your state is accessible to a large number of people and you have natural areas" that could be used to lure travelers.

"What you need to do is take a hard look at your assets through the eyes of the marketplace and then put your limited dollars where they'll do the most good," Davidson said.

His comments were part of the evening banquet, sponsored by the Iowa Beef Industry Council and featuring Iowa beef. The banquet was followed by a reception sponsored by the Private Stock Winery in Boone, and featured Iowa wines and dessert.

Ray praises industry

Governor Robert D. Ray joined the group for the Luncheon on May 6 and praised how far the travel industry has come. He urged attendees to continue efforts to strengthen the travel industry in Iowa.

Workshops during the two-day conference covered topics ranging from how to work with the Legislature and media, to using volunteers and advertising. Speakers included Dr. Uehl Blank, University of Minnesota resource economist; Paul Comer, director, Iowa Community Betterment Program with the Iowa Development Commission; State Senator Bob Rush and State Representative Robert M.L. Johnson, both of Cedar Rapids; Professor John Cottman, University of Iowa College of Business and Dix Hollobaugh, *Des Moines Register* travel writer and Gary Sarnoff, reporter for KWWL's Eastern Iowa Close-up program.

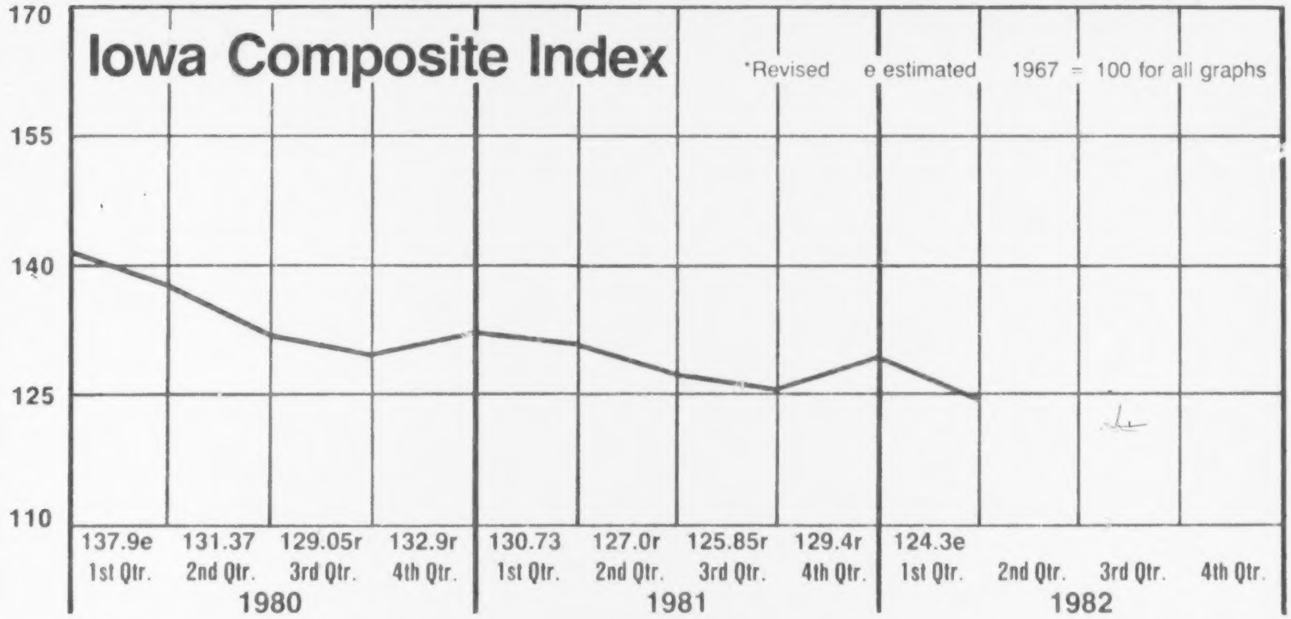
Shirtsleeves session

The conference ended with a "shirtsleeves session" where members of the industry brought up their own ideas and questions. Carl A. Oehl, owner of the Colony Market Place in the Amana Colonies, said that getting people together to discuss things is more important now than ever.

"I've heard a lot of Iowans say that they have nothing to offer tourists," Oehl said. "Right now, Iowa has a big plus. People no longer are going thousands of miles on vacations; they are looking for some place to visit in a 300 to 400 mile radius. With our central location, every rural community willing to clean up its town square and offer travelers some home-spun hospitality is an attraction."

The 2nd Annual Governor's Conference on Tourism was co-sponsored by the Tourism and Travel Division of the IDC and the Iowa Travel Council. ◆

THE IOWA ECONOMY



The composite index dropped to the lowest level of the current economic downturn, which began in 1980. Key component indexes — Agriculture, Retail Trade, Manufacturing, Transportation, Communication and Utilities — were especially low the first quarter of 1982.

Economic indicators survey

To help us provide you with the kind of economic data you need, we ask that you complete the following survey and send it to:

Research Division
Iowa Development Commission
250 Jewett Building
Des Moines, Iowa 50309

1. Concerning the Quarterly Iowa Composite Index on this page and its component indexes for each sector, how valuable is this information to you?

Very Valuable	Moderately Valuable	Interesting but of Little Value	Of no Value or Interest
☐	☐	☐	☐

2. How do you use the information from the indexes?

☐ Advance planning, goal setting
☐ Industry comparison, (i.e. comparing your company's performance to that of the industry as a whole)
☐ General background information
☐ I do not use the information at all
☐ Other purpose, explain: ______

3. Concerning the Iowa Ag and Business Indicators that appear in the Digest every month on page 9, how much value is this information to you?

Very Valuable	Moderately Valuable	Interesting but of Little Value	Of no Value or Interest
☐	☐	☐	☐

4. Concerning the health of Iowa's economy, which sector(s) are you most interested in keeping abreast of? (Check one or more of the following):

☐ Agriculture
☐ Construction
☐ Finance & Insurance
☐ Government
☐ Manufacturing
☐ Retail Trade
☐ Services
☐ Trans., Comm., Utilities
☐ The Iowa Economy in General

5. What additional types of economic indicators or data would you like to see?

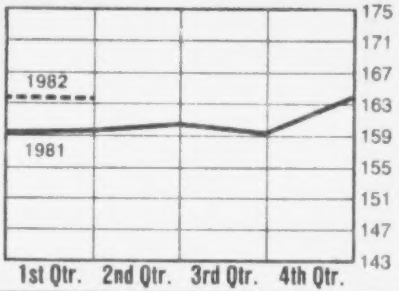
☐ More historical data (i.e. current economic data compared to long term trends)
☐ Leading economic indicators (data that projects future trends)
☐ Consumer attitudes concerning: personal financial situation, future buying plans, general economic outlook, etc.
☐ Other specific economic data, such as: ______

6. In what sector of the economy would you catagorize your organization (or yourself)?

☐ Agriculture
☐ Construction
☐ Finance & Insurance
☐ Government
☐ Other: ______
☐ Manufacturing
☐ Retail Trade
☐ Services
☐ Trans., Comm., Utilities

SERVICES (Employment, dollar volume index)

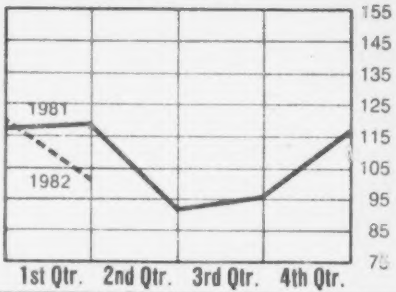
1981	1982
160.83r	164.3e
161.1r	
160.13	
164.6e	



The services index was virtually the same from the fourth quarter 1981 through first quarter 1982. This is due to steady employment with slight increases in dollar volume in the sector equally offset by inflation.

AGRICULTURE (Cash receipts, prices paid)

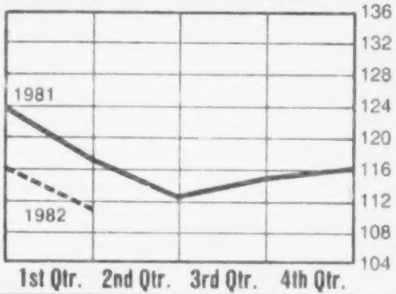
1981	1982
119.61r	102.3
92.5r	
95.2r	
117.0e	



The Ag sector's index declined to the lowest first quarter index in five years. The reason: prices paid by farmers have risen faster than cash receipts from farm products marketing.

RETAIL TRADE (Employment, taxable retail sales)

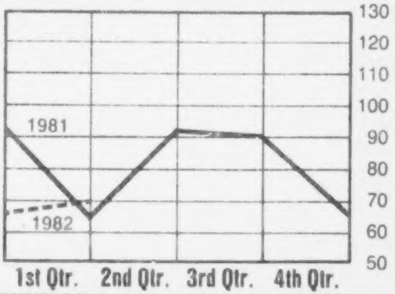
1981	1982
117.2	111.4
113.92	
115.0	
116.17	



The drop in the retail trade index reflects lower levels of employment in this sector.

CONSTRUCTION (Employment, value of construction)

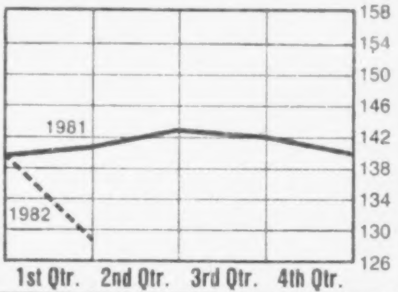
1981	1982
65.71r	70.0
91.11	
90.40	
67.37	



The construction index gained ground in the first quarter, a time when the index usually shows a seasonal drop. The increase is due primarily to the new gas pipeline crossing N.E. Iowa. Without that project, the index would have been around 55.0 instead of 70.0.

MANUFACTURING (Productivity, employment)

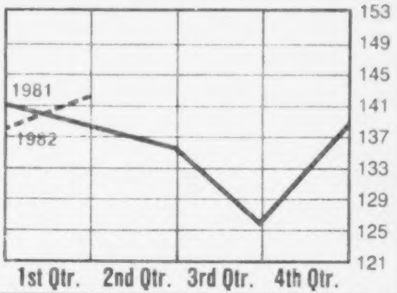
1981	1982
141.61r	128.6e
143.18	
142.11r	
136.8r	



Manufacturing employment was off sharply in the first quarter causing the drop in the manufacturing index.

GOVERNMENT (Employment, expenditures)

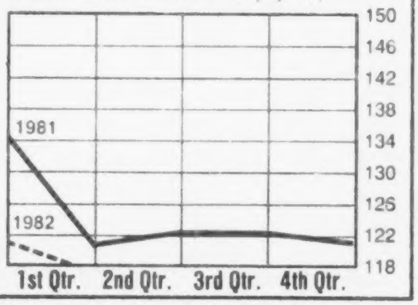
1981	1982
138.77r	142.34
136.77	
126.12	
137.94	



The well-being of those in the government sector improved over the fourth quarter, but not enough to reach the 1980 levels.

TRANS., COMM., UTILITIES (Wages, employment)

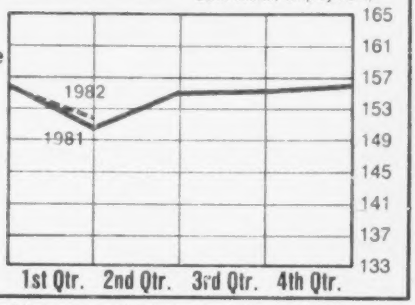
1981	1982
121.78r	116.6
122.9r	
122.9r	
121.34e	



Wages and employment were steady or down slightly in the trans., comm., and utility industries resulting in a drop in the 1st quarter index.

FINANCE & INSURANCE (Insurance sales, bank debits, employment)

1981	1982
151.52r	152.84e
155.59	
155.74	
156.4r	



Steady employment and insurance sales led to a continued steady index. The index is slightly better than last year's first quarter due mainly to the drop in inflation.

An Iowa midsummer treat

The Forest Craft and Van Buren County Summer Arts Festivals are July 17 & 18

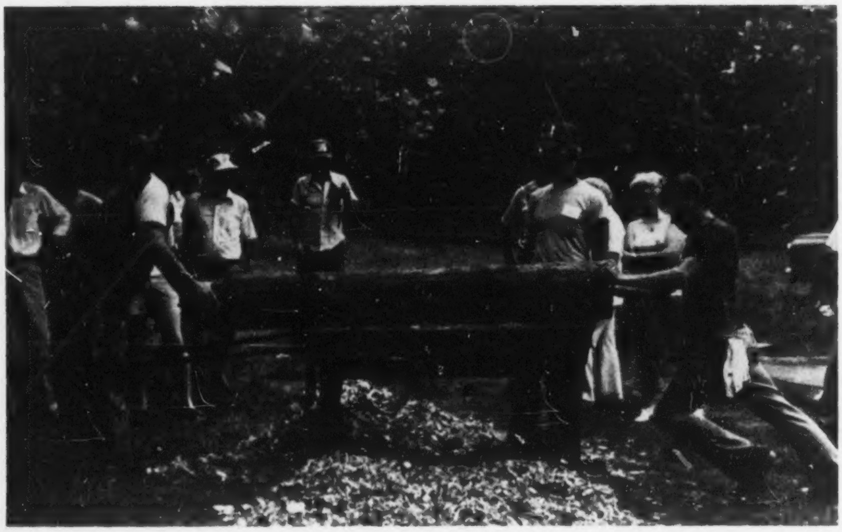
Beauty, both natural and man-made, will be on display July 17 and 18 in Van Buren County. During this weekend, both the Forest Craft Festival and the Van Buren County Summer Arts Festival will be taking place, giving visitors a chance to visit two major festivals in one area.

Lacey-Keosauqua State Park provides the backdrop for Iowa artisans to display their crafts and works of art made from Iowa wood at the second Forest Craft Festival, sponsored by the Iowa Development Commission, the Iowa Conservation Commission and the people of Van Buren County. Displays will also be set up to help visitors learn to appreciate forest resources through looking into the role forests played in the days gone by, as well as examples of what is currently being done to learn more about the needs of Iowa wildlife and forest management techniques.

At the first festival in 1981, everyone cooperated except Mother Nature who provided rain for the two-day event. But even the rain didn't dampen the spirits of most

Allison Koch (standing) gives some advice on operating heavy equipment to her sister Courtney at the 1981 Forest Craft Festival.

The Iowa Conservation Commission staff will b to answer questions about forest resources.



visitors to one of Iowa's most beautiful state parks. Around 7,500 people toured the displays, tried their hands at using a buck saw and took home items fashioned from Iowa woods.

This year, visitors to the Forest Craft Festival can see wood crafts demonstrated, with many items for sale, judge how much lumber one tree represents or gain a new respect for the chain saw by trying their hand at a crosscut or buck saw. Steam-powered sawmills and planers from days of old will be operating periodically throughout the weekend.

Wood has regained popularity as a fuel, and visitors can find out which woods burn best, learn the differ-

continued on page 8

on hand again at the 1982 Forest Craft Festival

Crafts people demonstrated everything from wood carving with fine tools (upper left) to turning logs into lumber with a steam-powered planer (top) to sculpting wood with a chain saw (above) at the 1981 Forest Craft Festival.

from page 7

ence between a "pick up" load and a cord of wood, see just how much wood it takes to support a fireplace or woodburning stove and find out the best ways to cure firewood.

Conservation Commission staffers will be demonstrating how radio devices are used to track wild animals and how animals are carefully captured, banded with the tracking device and then released.

Van Buren County is a summer travelers delight, with art galleries, antique museums and shops, restored grand old hotels and, of course, the Van Buren County Summer Arts Festival. As in years past, the people of Van Buren County hold an area festival and invite the nation. For two days, July 17 and 18, visitors are invited to travel throughout the county to visit the statewide artists' galleries, watch painters, sculptors, potters, weavers, carvers and other craft people at work. There will be antique flea markets, photography exhibits and the DownRiver Theatre Company will be presenting Lovers and Other Strangers at the Hotel Manning in Keosauqua. Quilting bees, quilting contests, rock hounding activities and ice cream socials are just some of the events rounding out the arts festival.

The weekend of July 17 is the perfect time to head to southeastern Iowa and enjoy a real Iowa summertime treat: the Forest Craft and Van Buren County Summer Arts Festivals. ◆

Tourism boosts Iowa's economy

By WILLIAM H. BURGER
Iowa Development Commission Chairman

In a year filled with gloomy economic news, we're happy to report that, in Iowa, the tourism industry is one economic sector that continues to grow. Americans may be tightening their belts in other areas, but the totals in tourism are ringing up faster than ever before.

The travel industry is the third largest source of income in Iowa. In 1980, travelers spent more than $1.5 billion in the Hawkeye State. Jobs for 54,000 Iowans are tied to tourism, and the potential for growth in the travel industry is evident and necessary, as shown by the excellent attendance at the recent Governor's Conference on Tourism. (For a complete report on the conference, see page 3).

Along with the impact on jobs and income, tourism dollars increase revenues to the state, helping all of us to maintain our standard of living. Spin-offs from the tourism industry include economic boosts for the construction industry, for tourism-related service industries, such as travel consultants, for the utility companies, cities and local government and many other areas. All of us benefit from a growing and prosperous travel climate.

The Iowa Development Commission is dedicated to promoting this industry, but no one group can do it alone. The Iowa travel industry took a major step forward two years ago by forming the Iowa Travel Council. The industry is now more unified and can speak to the issues through one strong voice. Another important step was taken during the closing days of the recent legislative session. The Legislature appropriated funds to the IDC to finance a market survey of Iowa's potential in tourism and the best way to spend future promotional dollars.

So, we're on our way, but these funds will not cover all the necessary research.

The next step will be gathering financial support to cover the balance of the research, and then to develop a marketing plan based on our research, a plan of action to promote the travel industry. And to get this plan going, we're going to need financial commitments from groups other than the Legislature. In the spring of 1983, after we have our research and marketing plan in hand, we'll go back to the Legislature with the study results and ask them for the funds to implement the new marketing plan. At that time, the IDC will need unusually strong support from the private sector to convince the legislators that this money is necessary, will be well spent, and that all segments of the tourism industry are behind this request 100 percent.

This request will take more than a casual commitment from the tourism industry to be heard by the Legislature, and we're asking for support early so the IDC and individuals involved in tourism throughout Iowa can work together to plan for the future now.

The degree of success we attain will be a direct measurement of the degree of commitment shown by the private sector. We know that the potential is there; we need to find it and use it. The IDC is laying the groundwork for a major promotional campaign for Iowa's tourism industry — a campaign based on solid market research. The tourism industry will have to provide the support for the research and plan, and the state as a whole will benefit from increased economic activity in Iowa's tourism industry. ◆

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

March, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	157	361	Iowa City	126	901
Atlantic	5	255	Keokuk	19	285
Burlington	55	666	Marshalltown	118	471
Carroll	27	369	Mason City	73	612
Cedar Rapids	268	2,015	Muscatine	68	393
Centerville	6	280	Newton	18	235
Charles City	11	219	Oskaloosa	13	283
Clinton	201	949	Ottumwa	30	977
Council Bluffs	72	1,015	Sheldon	27	129
Creston	42	431	Shenandoah	13	146
Davenport	174	2,011	Sioux City	394	1,662
Des Moines	423	2,070	Spencer	59	219
Dubuque	140	1,402	Storm Lake	26	166
Fairfield	14	310	Waterloo	91	856
Fort Dodge	171	655	Webster City	41	162
Fort Madison	83	226			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	Mar. 1982	Mar. 1981
All Urban Consumers (1967 = 100)	283.1	265.2

Composite Construction Cost Index

	Dec. 1981	Dec. 1980
Composite Construction Cost Index (1967 = 100)	158.2	147.8

Business Data

	2/82	2/81	2 mos./82	2 mos./81
New Car Registration	5,817	9,591	10,607	20,536
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-8.9	7.0	-22.6	4.3
Savings	- 3.2	1.7	-11.1	29.3
Work Force (000)	1,358.1	1,369.9	1,354.7	1,365.6
Unemployment	88.6	78.0	90.8	77.2
Rate (% of work force)	6.5	5.7	6.7	5.7
Employment	1,269.6	1,291.9	1,264.0	1,288.5

Value of New Dwellings[1] ($000)

	4/82	4/81	4 mos./82	4 mos./81
Ames	$ 203.0	$ 180.0	$ 351.0	$ 256.0
Bettendorf	434.4	1,387.3	528.1	1,984.8
Burlington	167.0	757.0	408.0	797.0
Cedar Falls	83.8	556.0	223.9	1,510.0
Cedar Rapids	116.0	321.2	116.0	2,926.9
Clinton	83.0	170.0	83.0	554.0
Council Bluffs	164.5	89.8	256.6	169.5
Davenport	267.7	3,313.3	846.4	4,514.0
Des Moines	242.3	911.8	846.1	2,456.3
Dubuque	97.5	164.5	250.7	164.5
Fort Dodge	0	410.0	0	520.0
Iowa City	1,532.0	1,062.6	8,893.0	2,200.3
Keokuk	965.3	34.0	995.3	172.0
Marion	149.8	274.9	149.8	729.3
Marshalltown	98.0	96.0	162.0	181.0
Mason City	21.0	209.0	106.0	383.4
Muscatine	249.5	324.2	315.0	712.9
Newton	73.5	45.0	109.8	45.0
Ottumwa	988.0	185.0	1,184.0	378.0
Sioux City	871.2	170.5	976.1	295.2
Urbandale	404.8	309.3	826.4	850.8
Waterloo	150.8	1,829.5	649.8	4,020.0
W. Des Moines	314.4	750.7	620.6	1,575.9
TOTAL	$7,677.5	$13,554.2	$18,897.6	$27,396.8

Monthly Retail Trade[1] ($000)

SMSA[2]	2/82	2/80
Cedar Rapids	N/A	6,816
Des Moines	N/A	13,677
Dubuque	N/A	3,470
Omaha/C. Bluffs	N/A	18,736
Sioux City	N/A	3,728
Waterloo	N/A	4,260

[1] Not adjusted for seasonal variation, holiday or trading day differences.

[2] Standard Metropolitan Statistical Area.

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
February, 1982	221.75	824.39
March, 1982	215.71	822.77
April, 1982	229.13	848.36

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Price Received by Farmers

	4/82	3/82	4/81
Corn, bu.	$ 2.46	$ 2.35	$ 3.21
Soybeans, bu.	6.00	5.90	7.63
Oats, bu.	2.08	2.10	2.00
Hogs, cwt.	50.70	48.50	39.00
Beef cattle, cwt.	59.90	58.40	60.20
Calves, cwt.	61.00	59.00	68.30
Milk (whls), cwt.	13.30	13.40	13.30
Sheep, cwt.	23.50	22.20	22.20
Lambs, cwt.	60.00	59.40	58.60
Eggs (mkt), doz.	.47	.50	N/A
All hay, ton baled	64.00	60.00	49.50
Turkeys, lb.	.33	.32	.35

Average Price Paid by Farmers

	4/15/82	4/15/81
Beef cattle concentrated, 32-36%	$ 12.80	$ 13.40
Hog feed, 38-42% protein	15.00	16.20
Soybean meal, 44% protein	13.00	14.00
Dairy feed, 16% protein	181.00	200.00
Poultry feed, layer ration	194.00	235.00

Commodity Feed Price Ratios

	4/15/82	4/15/81
Hog — corn[1]	20.6	12.1
Beef cattle — corn[1]	24.3	18.8
Egg — feed[2]	5.3	4.9
Milk — feed[3]	1.47	1.33

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.

[2] Pounds of laying feed equal in value to 12 eggs.

[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

IDC information centers give a taste of Iowa

Interstate system travelers through Iowa will find some new types of information at the seven Iowa Development Commission information centers that opened their doors on May 16.

For the first time, corn-fed Iowa meats will be promoted to travelers stopping at the centers. Brochures will be available throughout the season and some special promotions, with samples of Iowa products, are in the final planning stages.

"Who can imagine a trip to New Orleans without Creole cooking or Boston without lobster," asked Phil Morgan, director of the IDC's Tourism and Travel Division. "We are in the center of the best farmland in America and we want to see tourists sample the world's finest meats and food when they are in Iowa."

Staff members will be in the information centers each day from 8 a.m. to 7 p.m. through September 15 to answer questions about Iowa from the traveling public, as well as to distribute information on fine Iowa meats.

The locations of the centers are as follows: westbound I-80, west of West Des Moines; eastbound I-80, near Underwood; westbound I-80, outside of Wilton; eastbound I-80, near Victor; northbound I-35, at Davis City; southbound I-35, at Clear Lake and southbound I-29, near Sergeant Bluff. ✣

Foreign business inquiries

Call 515/281-3581 for more information

Food packaging

A Danish manufacturer of plastic packaging for foods is seeking an acquisition of an existing firm. That firm should specialize in laminating or extruding, and preferably have established ties to the meat packing or dairy industries. Ideally, the company would have sales of $5 million to $10 million. (D21-3030AJ)

Chemicals

A German manufacturer of special chemicals for metal surface treatment and corrosion protection is seeking a joint venture partner in the U.S. The German firm would contribute its know-how and capital up to $275,000, or 50 percent. Potential U.S. partners should be located within 500 miles of a U.S. automobile assembly plant and within a reasonable distance of chemical suppliers. (G20-1128J)

Office equipment

A British office equipment and furniture manufacturer is seeking a U.S. partner to manufacture its products under license. The furniture line has a European look, and uses the "systems approach." The ideal partner would be a U.S. company that already supplies tradeland desks, bookcases and other office equipment. (UK52-5625L)

Heat recovery systems

A German manufacturer of heat recovery systems for waste water in laundry and textile plants is seeking to enter the U.S. market by establishing a partnership or by acquiring a minority interest of 40 to 49 percent in a U.S. company. Investments of up to $1 million would be possible. The American company should be engaged in heat recovery boiler or heating type systems. (G52-5735J)

Mail order firm

A West German company seeks a joint venture or partnership with a compatible, specialized U.S. mail order business. The U.S. firm should be located in an area of economic growth and have strong purchasing power. The German company wishes to incorporate in the U.S. and cater to medium and small business customers in industry, commerce and trade with products from the following major categories: 1) office furniture and equipment; 2) office machinery and electronic office equipment; 3) factory/plant restroom and sanitary equipment; 4) plant/workshop equipment and tools; 5) interior room linings and decoration products; 6) show room equipment; 7) storage room equipment; 8) materials handling equipment; 9) medium-size waste removal plants; 10) heating and solar engineering equipment and related products; 11) steel mill products and 12) plastics moulding products. (G52-5339J)

Drying processes

A German manufacturer of ceramic infrared radiators used for industrial and drying processes, especially the plastic, textile, leather, paper and timber industries, is seeking a partner in the U.S. The partner should be well established in mechanical engineering apparatus and construction or electrical engineering. The plan would be to form a partnership to manufacture and install the equipment in U.S. factories. (G52-5535J)

Replacement door casings

A German manufacturer of aluminum and wooden door casings for renovation of older buildings is seeking a cooperative business arrangement with a U.S. firm. The German company has developed a system that allows adaptation of the frame to the old brick opening and can hide wiring within the unit. (G52-5424J) ✣

Iowa youths win energy grants

Recipients for the 1982 Iowa Food and Energy Council Youth Energy Conservation Project Grants have been chosen. The IFEC, a council of Iowa's investor-owned utilities and rural electric co-ops, provided $3,000 to help fund energy-saving projects initiated by young people.

Iowa communities under 4,000 in population and active in the Iowa Development Commission's Iowa Community Betterment Program were eligible to apply for all or part of the grant money.

Communities receiving grants include:

1) Arlington, $500 toward building two solar collectors to help provide energy to a senior citizen housing complex.

2) Charlotte, $500 for a garden young people are planting. At harvest, the vegetables will be distributed to the less fortunate.

3) Logan, $500 to design and build a solar unit to preheat water for the showers in the bathhouse of Lo-Ma Community Swimming Pool.

4) Pleasant Plain, $500 to insulate walls and install windows in the gymnasium.

5) Strawberry Point, $1,000 to build three solar panels to heat the swimming pool during spring and fall. The panels would provide energy to heat the fire station in the winter.

Nineteen Iowa communities applied for a share of the grant money. The total value of proposed projects by these communities is nearly $107,000. Applications were reviewed by a four-member committee consisting of one ICB staff member and three representatives from the IFEC.

◆

Low interest business financing

Special low interest financial help is available for Iowa's small businesses and a series of workshops is being held across the Hawkeye State to explain how the program works.

The Iowa Business Growth Company, the Small Business Administration, the Iowa Development Commission, and other groups concerned with the fate of small businesses have planned a program to acquaint Iowa's small business representatives with the advantages of the SBA's 503 Certified Development Company Program.

The program's purpose is to help communities by stimulating the growth and expansion of small businesses. The program provides long-term fixed asset financing at lower interest rates than are now available from other sources.

Under this program, the Iowa Business Growth Company, in cooperation with the SBA, can finance up to 45 percent of the cost of plant construction, conversion or expansion, including the acquisition of land, existing buildings and leasehold improvements.

Eligible small businesses could find this loan program to be the answer to financing problems.

The schedule for the upcoming workshops is: Mason City, June 22, 9 a.m. at the Madonna Inn; Fort Dodge, June 22, 3 p.m. at the Holiday Inn; Spencer, June 23, 9 a.m. at Stub's Ranch Kitchen; Sioux City, June 23, 9 a.m. at the Siouxland Senior Center; Atlantic, June 24, 9:30 a.m. at the 1st Whitney Bank & Trust; Council Bluffs, June 24, 3 p.m. at the Iowa State University Extension Office; Waterloo, July 13, 9 a.m. at the National Bank of Waterloo; Cedar Rapids, July 13, 3 p.m. at the ISU Area Extension Office; Dubuque, July 14, 9 a.m. at the Hoffman House; Davenport, July 14, 3 p.m. at the Davenport "Y"; Burlington, July 15, 9 a.m. at the Holiday Motel and Ottumwa, July 15, 3 p.m. at the Park View Plaza.

For further information, contact the Iowa Business Growth Company, 901 Insurance Exchange Building, Des Moines, Iowa 50309, 515/282-2164 or the Iowa Development Commission, Industrial Division, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-3027.

Sponsors of the workshops are: The Iowa Business Growth Company, SBA, the Small Business Development Centers, the Iowa Bankers Association, the Iowa Manufacturers' Association, the IDC and the Center for Industrial Research and Service (CIRAS).

◆

Iowa
a place to grow

IDC DIGEST

June 1982 Vol. XI-No. 7

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The June Dairy Month promotional campaign celebrates its 46th birthday in 1982. This annual event began in 1937 when June was selected as the most productive month in the dairy calendar. Since that time, May has become the month with the highest milk production figures, but June is still celebrated because of tradition.

Dairy cows came to the U.S. in 1611 when settlers brought them to Jamestown Colony. Cattle have been domesticated from the earliest records of mankind. Today's dairy cattle have developed through many generations of adaptation to environment and by selection to fit specialized needs, and bear little resemblance to their ancestors.

Iowa dairy cows produced 4.3 million pounds of milk in 1981, which is 3.2 percent of the national output of 132.6 billion pounds. Forty percent of the milk supply is used for fluid milk and cream. Among manufactured products, cheese comprises 26.5 percent of the entire milk supply, followed by butter, 18 percent and ice cream, 9.5 percent.

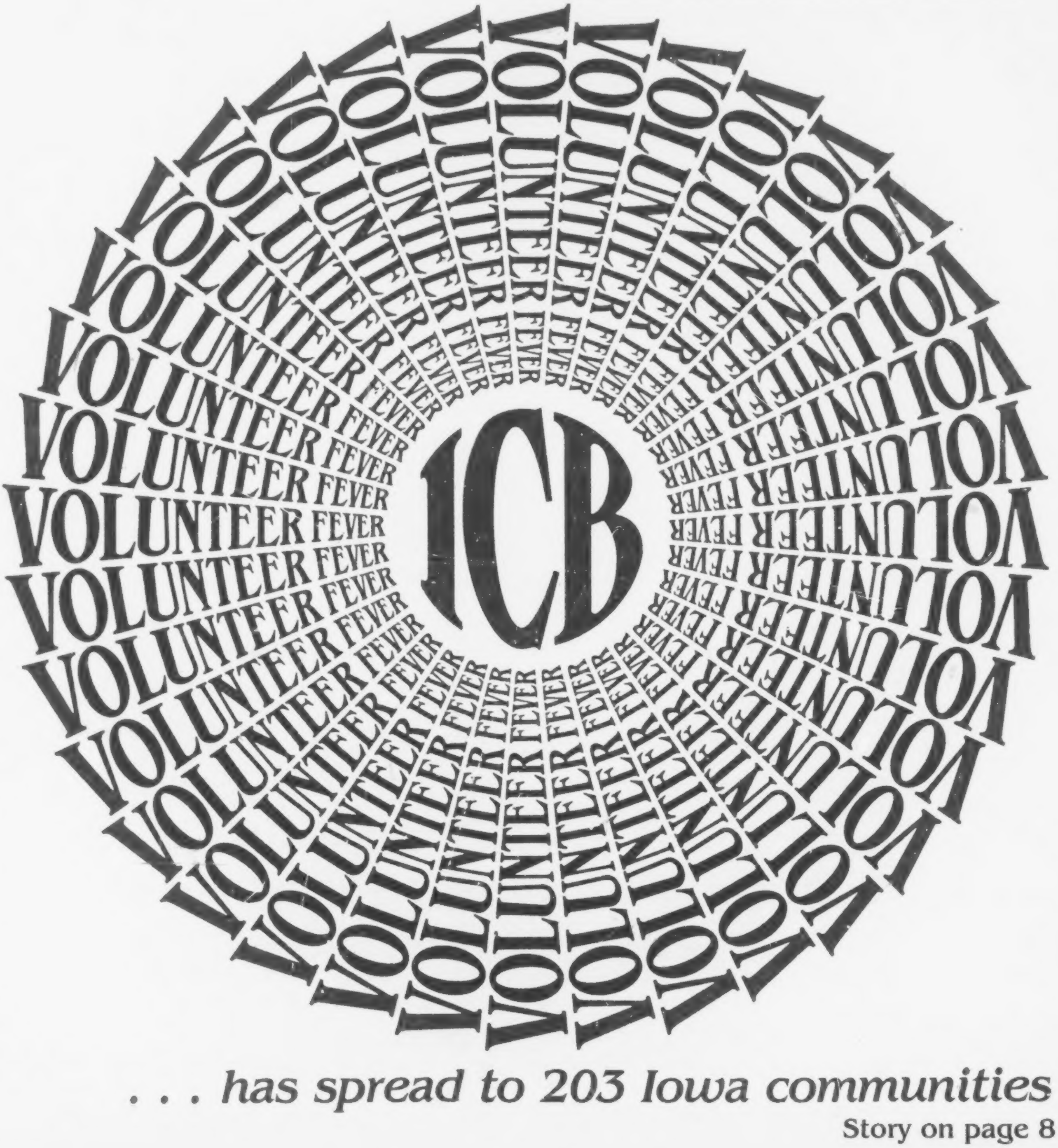
JUNE IS DAIRY MONTH
A salute to dairy farmers
for a job well done

-/S 2780-2 8/13/82

Iowa Development Commission

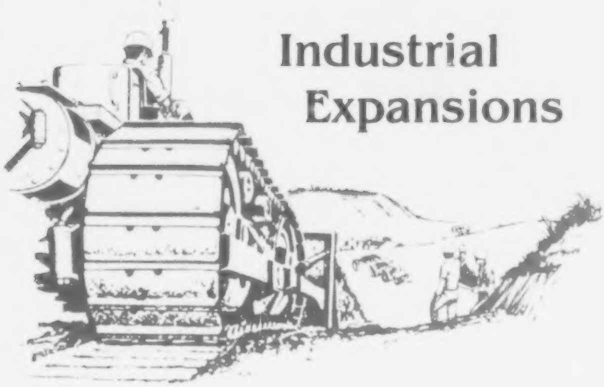
Digest

July, 1982


VOLUNTEER FEVER
ICB

. . . has spread to 203 Iowa communities

Story on page 8



Industrial Expansions

450 new jobs in

Goehring Meats, Inc.

Council Bluffs is the new home for a Goehring Meats, Inc. meat processing plant. The facility will provide jobs for 450 workers, according to an announcement made June 16 by Goehring Meats President Benjamin Goehring in Council Bluffs.

The company acquired the 160,000 square foot Great Plains Beef plant in Council Bluffs and will be spending up to $7 million renovating the facility. Current plans are to begin operating in late July, and be at 450 workers with one 10-hour shift by January, 1983. At that time, the plant will be able to kill approximately 300 hogs per hour and process 600 per hour, with the additional 300 hogs coming from the company's Harlan, Iowa, plant. The hogs will be processed into sausage, bacon and ham under the "Victor Goehring Family Style Meats" label.

The plant will have a substantial economic impact on Council Bluffs and the entire state. The estimated annual payroll will be $7.5 million. In addition to the annual payroll, Goehring said an added benefit will be the creation of a weekly $2.5 million live hog market in western Iowa. He also said the new facility will give a boost to the trucking industry since 150 truck loads of finished goods will leave the plant each week.

Goehring Meats was founded in 1951 in Victor, California, by P.J. Goehring. The company has five operations in California, three in Hawaii, one in Omaha and one in Harlan. The Council Bluffs operation will be Goehring's 11th plant.

Governor Robert D. Ray, Iowa Development Commission Industrial Division Director Ron Kraft and IDC Manager for Existing Industries Jim Chupp attended the mid-June announcement in Council Bluffs, along with approximately 30 Council Bluffs area dignitaries.

Sioux Preme Egg

One of Sioux City's newest industries, Sioux Preme Egg, has announced plans to expand its facility by 10,000 square feet and hire up to 30 additional people.

Lloyd Thompson, manager of the egg breaking and powdering plant, told the Sioux City City Council that the plant had not planned to expand for a couple of years. He added, however, that things moved along better than originally planned, so expansion plans have now been made.

The planned additional space would be primarily an unloading area, according to Thompson. The addition would increase the plant's current size by 50 percent.

Ennis Business Forms

Ennis Business Forms, in DeWitt, is planning a 30,000 square foot $4 million, expansion to its current facility. According to local officials, the expansion could mean jobs for up to 50 new people at Ennis.

The headquarters of the company is in Ennis, Texas. The firm has plants and warehouses located throughout the U.S.

Pittsburgh-Des Moines Steel

Plans are underway to add 6,000 square feet to the Pittsburgh-Des Moines Steel service center in Cedar Rapids. The current center has 18,000 square feet, and was opened in southwest Cedar Rapids in 1976. Company officials estimate that 17 more employees will be hired as a result of the current expansion.

American Can Company

A $4 million expansion is underway at the American Can Company facility in Des Moines. The Des Moines plant has been designated as the expansion plant for American Can because of a growing demand for flexible food packaging materials, according to company officials.

The expansion, which includes both adding new space and updating equipment, will result in 50 new jobs in the Des Moines plant.

Meat packaging materials represent half of the plant's current work, but the new equipment will be used to make candy, snack and dry food

Council Bluffs

packaging materials. The target date for completing the expansion is February, 1983.

The American Can Company also operates a plant in Fort Dodge, and the company headquarters is in Greenwich, Connecticut.

Vector Corporation

The Vector Corporation in Marion announced plans for a 15,000 square foot expansion to its existing facilities. Vector manufactures specialized processing equipment such as industrial compactors and mixers along with other specialized machinery. The expansion should make room for 15-20 new workers.

Summer Athletic Sporting Goods Manufacturing

Summer Athletic Sporting Goods Manufacturing began operating in Humbolt in June. The initial workforce included 10 people, and plans are for 50 workers to be employed in the future. The company manufactures football blocking dummies, uniforms, wrestling mats and baseball bases.

Chase Bag Company

Chase Bag Company officials in Sibley announced that a major new piece of equipment will be installed in the Sibley plant, resulting in 10-20 new jobs.

This new tubing device will allow the local firm to increase its multi-wall bag production by an estimated 25 percent. The new equipment is scheduled to be running by March, 1983.

Terra Chemicals International

Terra Chemicals International has broken ground for a new $20 million office building and corporate headquarters in downtown Sioux City. The 10 story building will be completed and open in late 1983.

Terra Chemicals President William Dible turned the first spade of dirt with the same shovel used 17 years earlier for the first Terra manufacturing plant, located five miles south of Sioux City. Terra has grown from that beginning to a company with sales in excess of $300 million per year. ✤

France, South Africa trade mission exceeds expectations

Max Olson, manager of international trade promotion at the Iowa Development Commission, and 22 Iowa business and educational representatives have just returned from the IDC trade mission to France and South Africa. Olson reports that Iowa firms found new potential for sales and representation for their products on the trade mission.

56,000 jobs from exporting

International trade is a vital part of the prescription to make Iowa's economy healthy and strong. Estimates show 56,000 Iowa jobs are export related. Each additional $100,000 increase in exports means two more jobs for Iowans, $28,000 more in personal income and $4,000 in state and local taxes.

Iowa's estimated total exports for 1981 were $6.7 billion — $3.74 billion in agricultural products and $2.97 billion in industrial products. Trade missions are part of the IDC's efforts to increase exports.

France

First, the Iowa delegation, including Governor Robert D. Ray, visited the Bordeaux region of France as the guests of the Arcachon Junior Chamber of Commerce of France. The goal of the French portion of the trip was to improve business relations between Iowa and the Bordeaux region.

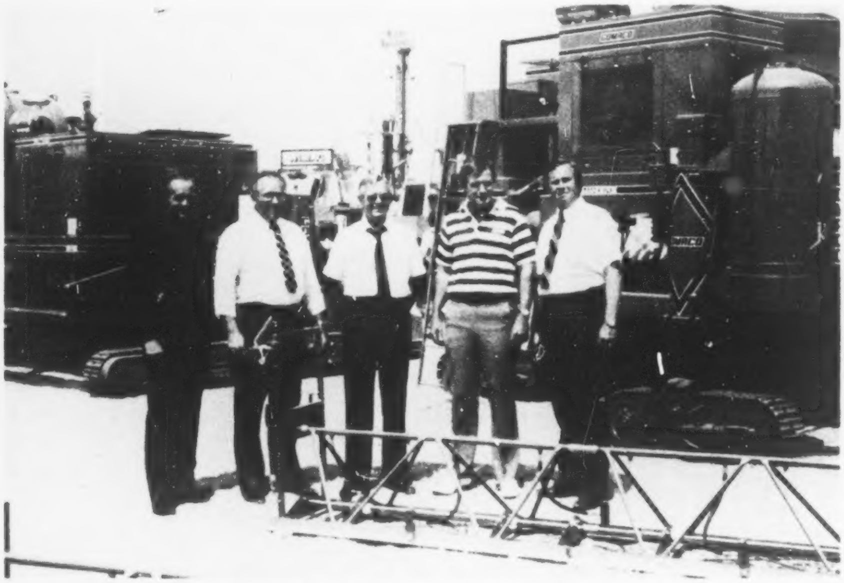
Governor Ray returned to Iowa after meetings in France were completed, several university officials stayed on to travel in Europe and the balance of the delegation traveled on to South Africa. The South African portion of the trip surpassed expectations, according to Olson.

South Africa

"Since it was our first contact with South Africa, most of the participants in the trade mission were looking for basic company representation rather than product sales," Olson said. "In many cases, however, the Iowa manufacturers on the trip achieved both representation and initial sales in South Africa."

Mission participants

Iowa manufacturers participating in the trade mission were: Jerry Woodke of Hawkeye Eagle Trailer Company in Schaller: Ben Hall of Intraco, Inc. in Oskaloosa; David DeLong of Stadiums Unlimited in Grinnell; Joseph Wallace of Vanmark Corp. in Creston; John Walsh of Walsh Trading Company in Dubuque; Robert Kazimour, representing the Cedar Rapids-Marion Chamber of Commerce; Frank LaDue of Concrete Pipe Machinery Co. in Sioux City; John Dressler of Dee-Jay Services, Ltd. in Bloomfield and Tom Parks of Kwik-Way Manufacturing, Inc. of Marion.



Members of the Iowa trade delegation (left to right) Ben Hall of Intraco, Inc., Herman Jensen of Gomaco, Max Olson of the IDC, David DeLong of Stadiums Unlimited and Gary Godbersen of Gomaco stand in the center of the Gomaco display at Expomat, a large European industrial show the trade delegation visited during the France, South Africa Trade Mission.

On the road for 'Iowa a place to grow'

By LAURA SCORPINITI
IDC Public Information Intern

Iowa's slogan, "a place to grow" has been on the move for about eight months, and it's causing some comments.

This Iowa advertising campaign is being conducted by state employee Stu Miller who drives a semi-trailer truck that for the past eight months has sported the slogan, "Iowa, a place to grow, work, learn, develop and vacation."

Miller drives the truck across the country picking up surplus federal property for resale through the state's Surplus Property Division.

Miller's idea

The idea to use the truck as a promotional tool was one Miller had after viewing the film "Smokey and the Bandit."

"After seeing the movie and watching how they painted the trucks, I thought it would be a great idea to paint one of our trucks to promote the state while I traveled," Miller said.

He submitted the idea and, after some consideration, the truck logo was designed and painted under the supervision of The Iowa Development Commission's Public Information Division.

As he travels on his route, he said comments about the message are very positive.

Reactions are good

"Reaction is pretty good, it really draws attention and people will ask questions about it."

Miller said that though some people have questions, others approach him saying, "That's a heck of a good idea."

On a recent trip to Minnesota, Miller was complimented on the design of the truck and was told that he had the best looking surplus truck they had ever seen.

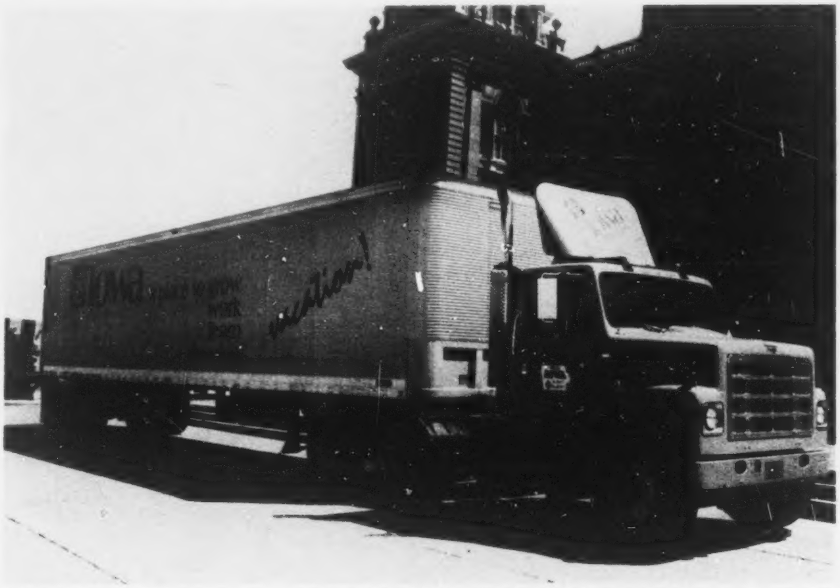
Miller's travel has been extensive and, though his usual route takes him into Missouri and Kansas, he has traveled as far as San Antonio, Texas, promoting Iowa as he goes.

Promote Iowa

Miller also says he knows the truck is doing what it is intended to do — promote Iowa and get people to take notice. While driving down the interstate, he said he looks for reactions in the traffic he passes.

"People will turn around and stare and some people will stick their heads out of their car window, just to take notice of what the truck reads."

The painting of just one truck has brought a great deal of positive reaction, and Miller hopes that as the Surplus Division acquires more equipment, continuous efforts will be made to promote the state of Iowa. ◆



State General Services employee Stu Miller had an idea to promote Iowa by painting the truck he drives across the country picking up surplus property. Miller said comments about the logo have been very positive.

Defense contracts: a bigger mark

There is a customer out there looking for millions of dollars in products to buy, ranging from office furniture to complex electronic systems, but many Iowa firms have not taken advantage of this willing customer.

The buyer is the U.S. Department of Defense, and securing contracts to supply goods and services to the military is one way to bring more of Iowa's dollars paid in federal taxes back into the Hawkeye State.

Iowa's share

The defense department will have more money to spend in the near future, due to the shift in emphasis in the federal budget. The share of money that comes into Iowa depends on how aggressively Iowa firms go after the federal dollars, according to Wallace J. Perkins, small and disadvantaged business utilization specialist with the Department of Defense procurement office in Cedar Rapids.

"The goal of the defense department is to ensure national security. National security is tied directly to a sound economy and keeping U.S. businesses viable," Perkins said. "We assist businesses to do business with the federal government . . . hundreds of Iowa firms are doing it now, and we are trying to increase that number all the time."

Spending up in Iowa

It is not possible to pin down the exact amount of military dollars spent in Iowa since Pentagon figures only include amounts for prime contracts — those for over $10,000. Also, many firms do subcontracting work for firms with defense department contracts, and those amounts are not included in the figures. But, as far as prime contracts are concerned, the military spent $303.1 million in Iowa during fiscal 1980, up from $279 million in 1979, according to Department of Defense records.

Even with the increase in military spending in Iowa, the state still lags behind other Midwestern neighbors in attracting the Pentagon's dollars, according to a September 13, 1981 article in *The Des Moines Register*.

"Missouri continued to lead the region, netting $3.3 billion in military spending, primarily because of a McDonnell Douglas aircraft plant there. Other states luring more military money than Iowa include: Indiana, $1.3 billion; Minnesota, $1.1 billion; Illinois, $1 billion; Kansas, $806.2 million and Wisconsin, $377.6 million," according to *The Register's* article.

Iowa's universities, however, have been in the lead in the Midwest in doing research, development and testing work for the military, according to the article.

A high potential

What all of this shows is that a high potential exists in what could be a new market for many Iowa firms, selling to the military. There are a variety of places to go for help in beginning or increasing sales to the federal government.

The U.S. Small Business Administration operates the Procurement Automated Source System or PASS program: a computerized information system to match Department of Defense needs with companies that would like to submit bids on those products needed. Nationally, 68,570 firms are part of PASS, with 751 Iowa companies included in the lists.

A computerized sales directory

"The PASS program is like a com-

for Iowa products?

puterized sales directory, and the service is free," Conrad Lawler, district director with the SBA, said. "It is a computerized system that locates businesses by using the 25 key words the business itself submits on its application . . . describing what they do."

The system makes it much easier to locate firms hoping to bid on government contracts, and being able to be found is a critical factor in working with the government, according to Lawler.

Firms interested in being included in the PASS program should contact the nearest SBA office for an application form.

The Department of Defense's Iowa Procurement Office is located in Cedar Rapids. The staff there including Perkins, is available to [illegible] business representatives obtain information and guidance on defense procurement procedures, how to be placed on the bidders mailing list and identification of both prime and subcontracting opportunities.

Procurement conferences are a start

The Department of Defense's Perkins stressed that procurement conferences held by the department, in conjunction with other federal agencies, are a good place for Iowa businesses to start learning about selling to the military.

"Competition is quite severe in many areas right now," Perkins said. It could be beneficial for Iowa firms to "take the time to learn the system. The paperwork involved is not as complicated as in many private systems."

In addition, Department of Defense contracts could be a real boost to economically troubled areas. Perkins said that some contracts are set aside so only firms located in areas determined to have a labor surplus can compete for the business. Dubuque, Davenport, Sioux City and Charles City are some of the major Iowa cities currently on the Department of Defense's labor surplus list.

"Some Iowa firms are doing quite a business with the government, and will be for years ahead," Perkins said.

Firms wanting to contact Perkins can reach him by writing: Wallace J. Perkins, Small and Disadvantaged Business Utilization Specialist, 4333 Edgewood Road N.E., Cedar Rapids, Iowa 52402, or by calling him at 319/395-0190. ◆

> "Some Iowa firms are doing quite a business with the government, and will be for years ahead."

Iowa Community Betterment enrollment reaches 203

Volunteer fever is spreading like wildfire throughout Iowa. The Iowa Community Betterment Program staff has just received an entry form from Diagonal in Ringgold County, pushing enrollment in this "self help" program to 203 communities and neighborhoods.

"People working on volunteer projects in more than 200 communities is proof that Iowa is a state where people really do care," ICB Director Paul Comer said. "It's exciting to see people pulling together to work on community improvement projects on this big of a scale. When economic times get tough, Iowans don't give up, they work harder."

ICB, the largest program of its type in the nation, is celebrating its 12th anniversary in 1982. During the project year, volunteers determine the needs of their community and then design and work on projects to fill those needs. Both brick and mortar and human service programs, such as telephone counseling lines or summer recreation programs, are part of community betterment. Community projects will be judged during September, and those who have done an outstanding job will receive awards at Recognition Day 1982 in November.

"At Recognition Day 1981, Vice President George Bush commended Iowa for outstanding projects completed by volunteers," Comer said. "It looks like 1982 will be another banner year in community betterment, both in terms of the number of communities enrolled and the quality of the projects on which volunteers are working."

The 203 ICB Communities are:

1982 Iowa Community Betterment entries

Ackley
Adair
Afton
Albia
Alden
Allerton
Alta
Altoona
Ankeny
Archer
Argyle
Arlington
Arthur
Ashton
Atlantic
Auburn
Aurelia

Bancroft
Beaconsfield
Beaman
Belmond
Benton
Blencoe
Blockton
Bonaparte
Boone
Braddyville
Brooklyn
Buffalo
Buffalo Center

Calamus
Calumet
Camanche
Carlisle
Carpenter
Carson
Cedar Rapids
Center Junction
Central City
Chariton
Charles City
Charlotte
Charter Oak
Cherokee
Churdan
Clarence
Clarinda
Clarion
Clarksville
Columbus Junction
Conesville
Coon Rapids
Corwith
Corydon
Coulter
Council Bluffs
Cresco
Creston

Dallas
Decorah
Defiance
Delta
Denison
DeWitt
Diagonal
Dougherty
Dows
Dubuque

Eagle Grove
Early
Eldora
Elliott
Ellston
Estherville

Fayette
Fertile
Forest City
Fort Dodge
Fort Madison

Garden Grove
Garner
Glenwood
Goldfield
Gowrie
Grafton
Grand River
Gravity
Greene
Grinnell
Guttenberg

Hampton
Hanlontown
Hansell
Harlan
Hartley
Hawarden
Hedrick
Holstein
Hubbard

Ida Grove
Independence
Jefferson
Jesup
Jewell
Joice

Kalona
Kellerton
Kensett
Kirkman
Knoxville

Lake View
Lamoni
LeClaire
Lewis
Logan
Lone Tree
Lorimor
Lovilia
Low Moor
LuVerne

Manilla
Manly
Maquoketa
Marble Rock
Marion
Marquette
Marshalltown
Maxwell
Maysville
Melrose
Milo
Mitchellville
Mondamin
Monona
Monticello
Moorhead
Mount Ayr
Mount Pleasant
Murray

Nevada
New London
Nichols
Nodaway
Northboro
Northwood

Oakland
Onawa
Oto
Ottumwa

Parnell
Perry
Peterson
Pleasant Hill
Pleasant Plain
Primghar

Red Oak
Remsen
Riceville
Riverside
Rock Rapids
Rockwell
Roland
Rowan
Russell

Sac City
Saint Ansgar
Schleswig
Sheffield
Sheldon
Shenandoah
Sidney
Sioux Center
Sioux Rapids
Soldier
Spirit Lake
Springville
Stanhope
Stratford
Strawberry Point

Tama
Titonka
Tripoli
Urbandale
Vinton

Wadena
Waverly
Webster City
Welton
West Union
What Cheer
Winterset
Wiota

NEIGHBORHOODS:
Cedar Rapids:
  Czech Village
Council Bluffs:
  Southside
Des Moines:
  Drake Neighborhood
  Logan Neighborhood
  Pioneer-Columbus
  Southeast
Fort Dodge:
  Cooper Knollcrest
  Hillcrest
Marshalltown
  Norris School
Sioux City:
  Prospect Hill
Waterloo:
  Highland

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

April, 1982

Service Area	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	85	580	Iowa City	121	1,030
Atlantic	26	138	Keokuk	17	258
Burlington	43	802	Marshalltown	101	365
Carroll	50	173	Mason City	107	409
Cedar Rapids	243	1,532	Muscatine	42	359
Centerville	23	287	Newton	15	209
Charles City	5	131	Oskaloosa	21	246
Clinton	172	640	Ottumwa	22	513
Council Bluffs	108	904	Sheldon	38	105
Creston	55	154	Shenandoah	60	[illegible]
Davenport	190	1,451	Sioux City	283	896
Des Moines	406	2,753	Spencer	74	300
Dubuque	136	1,001	Storm Lake	46	416
Fairfield	13	193	Waterloo	167	1,055
Fort Dodge	261	600	Webster City	49	143
Fort Madison	86	230			

[1] All new applicants and job openings listed with the Iowa Department of Job Service.

Consumer Price Index

	April 1982	April 1981
All Urban Consumers (1967 = 100)	284.3	266.8

Composite Construction Cost Index

	Feb. 1982	Feb. 1981
Composite Construction Cost Index (1967 = 100)	156.3	149.7

Business Data

	3/82	3/81	3 mos./82	3 mos./81
New Car Registration	5,971	10,248	16,578	30,784
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-45.5	6.3	-72.3	10.6
Savings	33.7	44.1	22.5	73.4
Work Force (000)	1,379.3	1,386.7	1,362.9	1,372.6
Unemployment	96.4	72.0	92.6	75.4
Rate (% of work force)	7.0	5.2	6.8	5.5
Employment	1,282.9	1,314.7	1,270.3	1,297.2

Value of New Dwellings[1] ($000)

	5/82	5/81	5 mos./82	5 mos./81
Ames	$ 42.0	$ 218.0	$ 393.0	$ 474.0
Bettendorf	467.7	682.9	995.8	2,667.7
Burlington	85.0	184.6	493.0	981.6
Cedar Falls	50.7	399.1	274.6	1,909.1
Cedar Rapids	62.0	583.9	178.0	3,510.8
Clinton	0	227.0	83.0	781.0
Council Bluffs	39.2	165.8	295.8	335.3
Davenport	282.8	319.2	1,129.2	4,833.2
Des Moines	402.4	1,267.9	1,248.5	3,724.2
Dubuque	0	134.4	250.7	298.9
Fort Dodge	0	60.0	0	580.0
Iowa City	595.6	893.6	9,488.6	3,093.9
Keokuk	202.0	31.0	1,197.3	203.0
Marion	73.9	136.1	223.7	865.4
Marshalltown	100.0	152.0	262.0	333.0
Mason City	162.0	218.0	268.0	601.4
Muscatine	156.7	225.2	471.7	938.1
Newton	38.0	164.0	147.8	209.0
Ottumwa	73.0	159.0	1,257.0	537.0
Sioux City	800.0	102.2	1,776.1	397.4
Urbandale	126.2	42.1	952.6	892.9
Waterloo	73.3	716.1	723.1	4,736.1
W. Des Moines	482.2	839.1	1,102.8	2,415.0
TOTAL	$ 4,314.7	$ 7,921.2	$ 23,212.3	$ 35,318.0

Farm Retail Price Spreads

	March 1982	March 1981
Beef, Choice:		
Retail Price (cts./lb.)	237.0	235.6
Net Carcass Value (cts.)	154.6	141.2
Net Farm Value (cts.)	144.9	130.6
Farm/Retail Spread (cts.)	92.1	105.0
Pork:		
Retail Price (cts./lb.)	161.4	146.2
Wholesale Value (cts.)	110.4	101.6
Net Fam Value (cts.)	78.2	62.6
Farm-Retail Spread (cts.)	83.2	83.6
Dairy Products:		
Retail Cost (1967 = 100)	246.5	242.6
Farm Value (1967 = 100)	261.8	265.8
Farm-Retail Spread (1967 = 100)	233.1	222.2
Eggs:		
Retail Cost (1967 = 100)	195.2	180.5
Farm Value (1967 = 100)	225.8	199.0
Farm-Retail Spread (1967 = 100)	150.9	153.7

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,463	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
March, 1982	215.71	822.77
April, 1982	229.13	848.36
May, 1982	223.95	819.54

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	5/82	4/82	5/81
Corn, bu.	$ 2.49	$ 2.48	$ 3.20
Soybeans, bu.	6.21	6.05	7.42
Oats, bu.	2.07	2.04	2.09
Hogs, cwt.	54.60	50.90	40.50
Beef cattle, cwt.	63.20	60.20	59.80
Calves, cwt.	63.00	60.50	62.80
Milk (whls), cwt.	13.00	13.20	13.20
Sheep, cwt.	19.50	20.50	19.40
Lambs, cwt.	65.00	60.90	66.80
Eggs, doz.	.35	.47	NA
All hay, ton baled	59.00	64.00	50.50
Turkeys, lb.	.35	.33	.41

Average Prices Paid by Farmers

	5/15/82	5/15/81
Beef cattle concentrated, 32-36%	$ 13.30	$ 13.40
Hog feed, 38-42% protein	15.10	16.70
Soybean meal, 44% protein	13.00	14.50
Dairy feed, 16% protein	189.00	215.00
Poultry feed, layer ration	205.00	225.00

Commodity Feed Price Ratios

	5/15/82	5/15/81
Hog — corn[1]	21.9	12.7
Beef cattle — corn[1]	25.4	18.7
Egg — feed[2]	3.9	4.0
Milk — feed[3]	1.38	1.23

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Agricultural equipment

A Swedish firm which manufactures farm equipment is seeking a cooperative arrangement with a U.S. firm for manufacture and marketing of part of its line of fertilizer spreaders and seed drills. These machines are unique in that they compute tractor speed to the amount of seed or fertilizer to be spread. The machines use compressed air for accuracy, and the savings in seed and fertilizer is said to be considerable. (S62-6334J)

Joint venture or license

A Swedish law firm is assisting the Swedish Department of Industry in searching for a U.S. partner interested in manufacturing its products/technology under a license or joint venture agreement in Sweden. They would like to make contact with U.S. companies involved in the following technology fields: electronics, offshore oil/gas equipment, energy processes, medical equipment, chemicals and safety equipment. (S62-6939L)

Cassette tapes

A German manufacturer of measuring and testing cassette tapes which are claimed to be superior to other versions including Japanese is seeking to find a U.S. partner for distribution and possible manufacture in the future, should the market develop. (G62-6736L)

Heating systems

A Dutch firm engaged in the installation, design and fabrication of central heating systems is seeking to invest in the U.S. The company would like to take a minority interest in a heating installation company, an energy research company, or sporting goods and recreation company. (H62-6635A)

Compost machine

A German firm engaged in the production of planters, feed millers and mixers, hoppers, etc. seeks a U.S. partner for the distribution of its compost machine which utilizes garden refuse such as twigs, small branches, etc. The possibility exists for the U.S. partner to manufacture the compost machine in the future. (G30-2835J)

Heating systems

A German manufacturer of heating systems such as unit heaters, subfloor heating, convectors, flat radiators, floor duct heating etc. is seeking an American partner capable of doing sheet metal work and assembling heater parts shipped from Germany. The U.S. partner should have a suitable distribution network. The German company has a foothold in Canada, but prefers an Iowa location. (G62-6834J)

Sprayers

A Canadian firm (subsidiary of a French company) is seeking a cooperative business arrangement with a U.S. firm in sprayer technology. Currently, the Canadian subsidiary imports the French agricultural sprayers for sale in North America. The firm now wants to manufacture the products in the U.S. in cooperation with a U.S. partner which has compatible products. The ideal U.S. firm would be a manufacturer of farm or related products with capacity for welding, assembly, and some knowledge of hydraulics. The firm should have a good distributor network and employ about 100 people. (Canada 52-5235J)

Construction chemicals

A British manufacturer of chemicals for the construction industry, such as concrete hardeners, colors fixing materials, surface treatments, and other such items, is seeking to locate a U.S. firm to manufacture its products under license, and to license U.S. products from the partner firm for sale in Europe. (U.K. 52-5928L)

Hydrofoils

A British manufacturer of a small hydrofoil (three-person capacity) is seeking to license the product for manufacture and sale in the U.S.A. The export price is currently approximately $7,200. The craft is 13 feet long, 6 feet wide, and weighs 440 pounds. (U.K. 52-6037L)

Pre-cast concrete

A British firm engaged in the manufacturer of pre-cast concrete products such as facings and fiberglass reinforced products for architectural use is seeking a joint venture with a U.S. firm to manufacturer its products for sale in the U.S. The firm also desires to manufacture similar U.S. products under license in Europe. (U.K. 52-6132J)

Mobile sewage treatment plants

A German manufacturer of container (mobile) sewage treatment plants seeks to enter the U.S. market through a joint venture. The unit manufactured by the German company is used for small industries, motels and small to medium-sized communities. The containers can also be hooked in parallel sized loads. (Germany 52-6235J) ✤

Trade Exhibition Update

- U.S. Exhibition at 1982 Algiers International Fair, Algiers, Algeria, August 25-September 10, 1982.
- HOSTEC DE MEXICO, Mexico City, Mexico, September 21-23, 1982.
- Japan Home Show '82, Tokyo International Trade Center, Japan, September 28-October 2, 1982.
- U.S. Pavilion at the Middle East Construction and Municipal Services Exhibition, Jidda, Saudi Arabia Expocenter, November 4-10, 1982.
- U.S. Pavilion at OPEXCO, Petroleum/Petrochemical Exhibition, Jidda, Saudi Arabia, December 5-10, 1982.
- China Handling and Transport, Guangzhou (Canton), Peoples Republic of China, December 8-13, 1982.
- ASIA FOODTECH '82, Food and Beverage Processing and Packaging Equipment Exhibition, Singapore, December 14-17, 1982.
- ASIAN PUBLIC SERVICE '82, First International Fair for Public Services, Environmental Engineering, Singapore, December 14-17, 1982.
- Middle East Electricity Exhibition (Electrical Generating, Supply, and Installation Equipment), Jidda, Saudi Arabia, February 5-9, 1983.
- TRANSCONEXPO '83, Transportation and Construction Equipment Exposition, Lagos, Nigeria, March 18-27, 1983.
- KORFOOD '83, Food Processing/Packaging Suppliers Exhibition, Seoul, Korea, March 25-30, 1983.
- Saudi Agriculture '83, Second Agriculture, Irrigation, and Agri-Industry Show, Riyadh, Saudi Arabia, April 3-7, 1983.
- Korean International Construction and Mining Exhibition, Seoul, Korea, April 15-21, 1983.

For additional information contact the Iowa Development Commission, International Trade Promotion, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-8481 or 515/281-3183.

Corn Convention Growers

NBC News Correspondent Edwin Newman and Secretary of Agriculture John Block will be two of the principal speakers at the National Corn Growers Association convention, August 1-3 in Des Moines.

The conference is expected to attract up to 10,000 corn producers and their families and will be the "largest agricultural event in the heart of the Corn Belt this year," according to Corn Growers President William Mullins.

Block will speak at a general session on Monday morning, August 2, and Newman is on the schedule the following morning at Veterans Memorial Auditorium. The theme of the conference will be the importance of world markets to corn production. Block has been asked to review how the administration is supporting export efforts and Newman will discuss how world events and agricultural production affect each other.

Speakers previously announced for the convention include Teddy Gleason, president of the International Longshoremen's union; Clayton Yeutter, president of the Chicago Merchantile Exchange; Darwin Stolte, president of the U.S. Feed Grains Council; and James Risser, Washington bureau chief for the *Des Moines Register and Tribune*.

A major attraction at the convention will be CORN GROWER EXPO, a 200 exhibit trade show which will include the premiere showing of products from several companies, including John Deere and International Harvester. The convention and trade show will be open to the public.

For more information on the convention contact Keith Heffernan, Executive Director, Iowa Corn Growers Association, 200 West Towers, 1200 35th Street, West Des Moines, IA, 50265, 515/223-5421.

IDC DIGEST

July 1982 Vol. XI-No. 8

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Food shows get a taste of Iowa

Retailers, wholesalers, restaurateurs and dieticians are learning first-hand about quality foods from Iowa through the work of the Iowa Development Commission's Agricultural Development and Promotion Division staff and Iowa commodity groups at three national food shows.

The three major shows are the Food Marketing Institute Supermarket Industry Convention and Educational Exposition, held May 9-12 in Chicago; the 63rd Annual National Restaurant Association Convention and Educational Exhibition, held May 22-26 in Chicago and the American Dietetics Association Convention coming up in San Antonio, Texas, October 19-21.

A "new twist"

"We are trying a new twist at the food shows this year," according to Blake Conover, promotion coordinator with the IDC's ag division. "We invited Iowa food processors to send product information and food samples with us to the shows and we distributed it for them."

As a result of this invitation, visitors to the Iowa display at the Supermarket Industry Convention got a chance to taste Jolly Time Popcorn, Sue Bee Honey, Cookie's Bar "B" "Q" Sauce, Party Pac Popcorn and Beaver Valley Canning Company's Mrs. Grimes label vegetables. Seven other Iowa food processors sent literature with the group attending the show.

The Iowa Pork Producers, the Iowa Beef Industry Council and the Iowa Corn Promotion Board all sent representatives to help staff the booth and promote Iowa's quality products ranging from Top of Iowa steaks to ground pork and Iowa Chops and fructose — corn sweetener.

The ag division staff also talked with representatives from the meat industry attending the show about the Fine Iowa Meats promotional program and encouraged their companies to participate.

800 exhibitors

Retailers, wholesalers and supermarket representatives from around the globe made up the audience at the supermarket show, and they numbered approximately 15,000. During the 1981 show there were 500 exhibitors, and that number grew to 800 in 1982.

More than 80,000 domestic and foreign restaurateurs and institutional food buyers had a chance to learn more about quality Iowa foods at the 63rd Annual National Restaurant Association Convention and Educational Exhibition late in May. The Iowa Pork Producers helped the IDC's people staff the booth, and visitors tasted Tally-Ho Dressing (for salads), Vista Biscuit Company crackers and Jolly Time Popcorn and other Iowa foods.

ADA in fall

Finally, the ag division is making plans to give dieticians and nutritionists a taste of Iowa at the American Dietetics Association show in October. The ag division will welcome any Iowa company that wants to be represented at the show. Interested firms should contact Dennis Harding, IDC ag division director, 250 Jewett Building, Des Moines, Iowa, 50309, 515/281-3643.

"People at both shows were very interested in the Fine Iowa Meats Suppliers' Directory we handed out and nutrition was a very big topic this year," Conover said. "The samples went over well and we're looking forward to the ADA show in the fall. ◆

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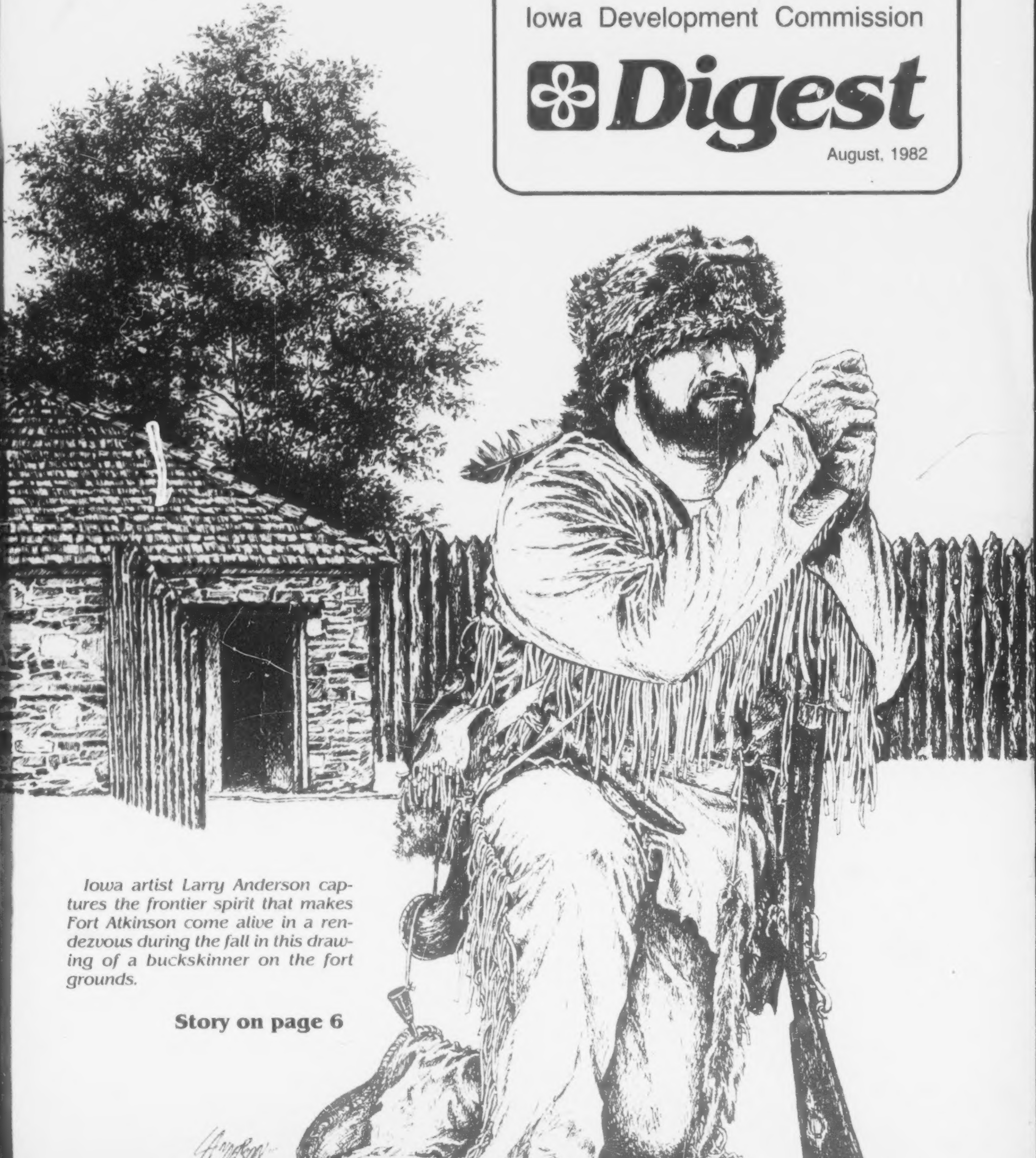
Iowa Development Commission

Digest

August, 1982



Iowa artist Larry Anderson captures the frontier spirit that makes Fort Atkinson come alive in a rendezvous during the fall in this drawing of a buckskinner on the fort grounds.

Story on page 6

BEST AVAILABLE COPY

AVAILABLE BUILDINGS

PARTIAL LIST

This is not a complete list of all buildings available in Iowa. Due to space limitations, many smaller and special purpose facilities are not included here. For further information, please call 515-281-3921.

SQUARE FOOTAGE	COMMUNITY	FORMER USE
10,000	Fort Madison	Sales/Service
10,000	Grinnell	Distribution
10,000	Charles City	Spec Building (new)
11,760	Manson	Sales/Service
12,000	Sioux City	Spec Building (new)
14,310	Marshalltown	Sales/Service
16,500	Lake Mills	Sales/Service
20,000	Clinton	Spec Building (new)
20,000	Estherville	Spec Building (new)
20,000	Iowa Falls	Spec Building (new)
20,000	Maquoketa	Spec Building (new)
20,300	Hawarden	Sales/Service
21,000	Corning	Spec Building (new)
21,205	Oskaloosa	Spec Building (new)
21,600	Storm Lake	Spec Building (new)
22,166	Mason City	Warehousing
22,500	Red Oak	Spec Building (new)
23,000	Waverly	Spec Building (new)
~~24,000~~ SOLD	~~Creston~~	~~Lt. Mfg. Warehousing~~
25,200	Coralville	Warehousing
26,292	Mason City	Manufacturing
27,692	Nevada	Lt. Manufacturing
28,800	Marion	Lt. Mfg. Warehousing
29,400	Oelwein	Lt. Mfg. Warehousing
35,100	Eldora	Mfg. Warehousing
38,200	Dubuque	Manufacturing
40,000	Creston	Spec Building (new)
44,348	Osceola	Lt. Manufacturing
45,000	Cedar Rapids	Spec Building (new)
49,474	Albia	Lt. Manufacturing
~~50,000~~ SOLD	~~Atlantic~~	~~Mfg. Warehousing~~
60,000	Davenport	Lt. Mfg. Warehousing
61,600	Cedar Rapids	Lt. Mfg. Warehousing
61,652	Burlington	Lt. Manufacturing
75,000	Davenport	Mfg. Warehousing
81,260	Des Moines	Mfg. Warehousing
81,400	Algona	Lt. Manufacturing
~~84,226~~ SOLD	~~Keosauqua~~	~~Manufacturing~~
100,000 (5 at this size)	Cedar Rapids	Spec Buildings (new)
102,000	Des Moines	Lt. Mfg. Warehousing
120,000 multi-bldg. complex	Boone	Lt. Mfg. Warehousing
137,500	Centerville	Manufacturing
159,336	Mason City	Mfg. Warehousing
192,000	Centerville	Manufacturing
~~202,300~~ SOLD	~~Sigourney~~	~~Manufacturing (3 Bldgs.)~~
226,645	Camanche	Lt. Mfg./Warehousing
248,000	Waterloo	Manufacturing
273,000	Fort Dodge	Manufacturing
655,000	Des Moines	Manufacturing

Help!

For the past three years, more than 80 percent of the industries looking for new plant locations in Iowa have concentrated on communities that have one or more buildings available for occupancy. And the trend is certain to continue, as inflation keeps driving up the cost of construction, forcing industries to seek sites with buildings already erected.

Communities with speculative buildings and those with vacant structures in good condition are locating the most new industries.

In order for the IDC to help industries locate new plants and bring in new jobs to your area, we need to be informed as soon as possible about the potentials of your community. If you have an available building that is in good condition and larger than 10,000 square feet, call 515/281-3389 and talk with the industrial Divsion staff. It just might be the most important call you can make for your community's sake. ◆

New Iowa slide show

The Iowa Development Commission's Public Information Division has developed a new slide show which is now available to groups looking for a presentation on Iowa.

The show, "Iowa: A Harmony of Land & People" includes slides from many sources throughout the Hawkeye State, and passes on the feeling and spirit that is Iowa during the 11 minutes of images and sound. Both a one and two projector shows are available.

Anyone interested in borrowing the new IDC slide show should contact Bill Lindstrom, Iowa Development Commission, Public Information Division, 250 Jewett Building, Des Moines, IA 50309, 515/281-8319. ◆

Hinton joins IDC

Governor Ray has appointed David B. Hinton as a commissioner to the Iowa Development Commission. He will hold a four-year term, which began on July 1, 1982.

Hinton, 32, is a registered representative with the Des Moines investment firm of Piper, Jaffray and Hopwood.

A native of Marshalltown, he graduated in 1972 from Drake University with a BA in political science and European history. While working toward completion of his degree, Hinton spent a year of undergraduate study in Heidelberg, West Germany.

After receiving his MA in film from the University of Iowa, he returned to Germany to spend three years lecturing at various universities.

Upon returning to the United States in 1976, Hinton entered the investment field.

In 1980, Hinton was named assistant vice president for Piper, Jaffray and Hopwood. He is also a member of the executive committee of the Piper, Jaffray and Hopwood Employees Fund for Responsible Government, as well as chairman of the Des Moines Committee on Foreign Relations and a member of the World Trade Council of Iowa.

Hinton said his desire to serve such a position in the commission came from wanting to be involved with public service and from gaining a working knowledge of the commission's activities.

"After returning to Iowa from teaching in Germany, I found the development commission ready to set up the European Office. I became familiar with the workings of the commission and became interested in the various activities."

Hinton feels qualified for his position, with special interests in the area of European relations. Having lived in Germany and speaking the language fluently, Hinton said he understands the concerns of Europeans. "I have a good grasp of how Europeans feel. I also understand the importance of foreign trade and relations."

Hinton has also had a great deal of experience working with the Iowa legislature as well as being a research assistant to the House Appropriations Committee.

One of the main objectives Hinton feels the IDC should be concerned with is in diversifying the industry in Iowa. He said that the IDC should continue to support Iowa as an exporting state, but it should also work to help broaden the industrial base, for instance in the growing area of high-technology.

Hinton has set several goals for himself while he is commissioner, most of which center on his international background. "I would like to work with the legislature to increase funding with the international office. I would also like to see more done to possibly open the Asian market."

What Hinton also finds especially important and what he hopes to strengthen, is increasing public awareness of the Iowa Development Commission as a whole.

Existing Industry Workshops geared for industrial expansion

Communities throughout Iowa are interested in learning how to bring in new industries and how to make sure the needs of local industries are being met. Deb Calvert, Ralph Schlaefle and Dennis Holcomb of the Iowa Development Commission's Industrial Division have been on the road conducting a series of Existing Industry Workshops to fill this informational need.

Regional workshops

The group conducted six regional workshops, and talked about the Industrial Division's programs designed to help communities lure industries and help the ones already located in Iowa.

The sessions open with an explanation of just what the IDC is and areas in which it works. Next, Calvert explains the Industrial Division's programs designed to keep up-to-date community information on file at the IDC for industries looking at sites in the Hawkeye State. They include the Community Quick References, the Industrial Site Information file and the Fact File.

Calvert said the I.D. Division staff will also travel to Iowa communities and conduct a "Simulated Prospect Trip" where staff members play the role of industrial location scouts and listen to the communities presentations on why they should locate their next plant at that spot. The tour and presentation are followed by a critique and discussion session on how improvements might be made. The staff will also perform an industrial site evaluation.

Available buildings program

Schlaefle talks to those attending the workshops about the Available Buildings Brochure Program. The IDC will publish brochures for communities with vacant buildings that are on the market. The brochure includes exterior and interior photographs and all of the necessary data on the buildings. He also told the groups that with the large number of buildings on the market, communities need to provide the IDC staff with data and photographs — if possible — to speed up the process of putting the brochures together.

Existing industry program

Holcomb winds up the workshop with a discussion of the IDC's Existing Industry Program, which he manages. He explains that it would be impossible for the IDC staff to visit all 3,800 industries located in Iowa to talk with them and find out their concerns. So, he has developed a program where he will go to a community and hold a seminar to help the local industrial group to get involved in calling on local industries. This call program begins with a member of the visiting team going out to talk with plant managers and going over a questionnaire. The goal is to identify problems and find out strong points about doing business in Iowa and in specific communities. Then the local officials and the IDC can get together and work on solving problems and reinforcing strong points.

The regional workshops were a beginning, and the IDC Industrial staff members are now holding workshops and Existing Industry Tours in individual communities that have requested them.

For more information about the programs and activities of the Industrial Division write the Iowa Development Commission, Industrial Divison, 250 Jewett Building, Des Moines, IA 50309. Or call, 515/281-3500. ✤

Deb Calvert, Ralph Schlaefle and Denny Holcomb address an existing industry workshop in Red Oak.

Speakers highlight commission meetings

For a little more than a year, the Iowa Development Commission's meetings have taken on a new addition to their agendas. Guest speakers from several Iowa-based industries have given presentations during the monthly meetings, with the goal of ensuring that the IDC is in touch with Iowa firms' needs and problems.

Jim Chupp, manager for special projects at the IDC, was instrumental in starting this program.

A forum

"This has been set up to give a forum to businessmen and women and to give them a chance to talk to the state. It gives our commissioners, or the people who make policy, a chance to hear from selected businesses to find out how they are doing in their segments and how this pertains to Iowa."

In May, Jim Hughes, midwest regional manager in public relations for General Motors in Kansas City, spoke on the automobile industry. Hughes discussed the industry's future and the goals of the auto manufacturers in the areas of production, safety and technology.

Though the automobile industry is going through a slow period, Hughes is extremely excited about being in Iowa. Iowa is a "new state" for General Motors, as far as manufacturing is concerned, and Hughes expects production to go well. General Motors began making throttle-body fuel injection systems for cars in Sioux City during 1980.

ADM Foods

Another Iowa industry that was recently featured at a commission meeting was ADM Foods.

ADM Foods President Martin Andreas spoke at the June meeting on ADM's accomplishments in the corn wet milling industry and how this has benefitted the state.

ADM Foods, a division of Archer Daniels Midland Company, is a major part to the corn wet milling industry in Iowa. The plant in Cedar Rapids can process in excess of 200,000 bushels per day, and produces three types of high-fructose corn syrup, corn syrup, cornstarch and ethanol.

The growth of ADM over the past few years has added significantly to Iowa's economy.

Of the entire capacity for the state, which is a grind capacity of 600,000 bushels per day, ADM plants in Iowa (Cedar Rapids and Clinton) handle 310,000 bushels per day.

Iowa, a leader

Andreas also pointed out that Iowa is the leading state in the wet milling industry; and on a national basis, it has a tremendous capacity. Iowa has 37 percent of the corn syrup capacity, 35 percent of the fructose capacity, 18 percent of the dextrose capacity, 38 percent of the starch capacity and 65 percent of the alcohol capacity in both fuel and beverage form.

Economically, this industry has been a boost for the state, in both revenue and employment, according to Andreas.

He said that when thinking of the wet milling industry in Iowa, one must consider the price a farmer is getting for his corn.

$40 million payroll

"In a recent, and as yet unpublished, study from the University of Illinois, their findings indicated that the existence of the wet milling industry has increased the net farm income by $1,629,000,000. Since 25 percent of the wet milling industry is in Iowa, $400 million of that went to Iowa farmers. In addition, the industry provides in excess of 1,700 industrial jobs in Iowa, with an annual payroll of more than $40 million by our estimates."

Other speakers

ADM and General Motors are only two of the firms that have sent representatives to the IDC's meetings. In the past there have been presentations from J. Wayne Befis, president from the Rolscreen Company in Pella; Gerald Bowman, senior vice president, from Winnebago Industries in Forest City; John Ruan, president of the Ruan Companies in Des Moines; and Charles Wright, general manager of the Armstrong Rubber Company in Des Moines. ⌖

Stouffer's
FIVE SEASONS HOTEL

Martin Andreas, President of ADM speaks during the June commission meeting in Cedar Rapids.

Fort Atkinson: An Iowa tradition

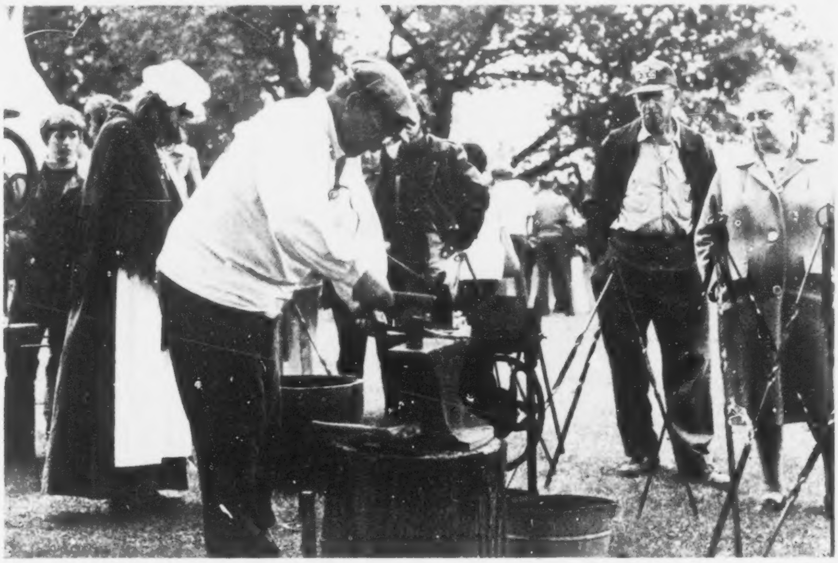
The blacksmith, buckskinner, crafts people and military will all be returning to Fort Atkinson September 25-26 to re-create the lifestyle of the 1840s at the Sixth Annual Fort Atkinson Rendezvous.

The Rendezvous is sponsored by the Iowa Development Commission, the Iowa Conservation Commission and the people of Fort Atkinson. During the weekend, nearly 170 tepees and lean-tos will cover the fort grounds, and the lifestyle of the 1840s wil be reenacted for visitors.

Skills necessary for everyday living at the time the fort was operating will be demonstrated, such as rope making, candle making and blacksmithing. Many craft items will be available for sale during the Rendezvous. Participants in the Rendezvous will also be pitting their skills against each other in sharp shooting competitions with old-style muzzleloading rifles, and there will also be iron skillet throwing contests, tomahawk throwing contests and the military will be firing the cannon at regular intervals. Along with the activities at the fort, the community of Fort Atkinson sponsors a street dance on Saturday night.

So take a giant step back in time and live a weekend in the 1840s at the Sixth Annual Fort Atkinson Rendezvous. It is an opportunity to see, feel, smell and taste pioneer life in a frontier fort.

For more information on the Fort Atkinson Rendezvous contact Kyle McGonigle, Iowa Development Commission, Tourism Division, 250 Jewett Building, Des Moines, IA 50309 or call 515/281-3664. ◆



Governor's export conference commends winning industries

Helping more small and medium size firms to export could be one of the ways to bring about U.S. economic recovery, according to Donald Earnshaw, keynote speaker at the 10th Annual Governor's Conference on Export Expansion, which took place June 22 in Cedar Rapids.

Along with featuring Earnshaw and other national experts, the conference included successful Iowa exporters sharing their insights and Governor Robert Ray presenting the eight 1982 Governor's Export Awards (see box for export award winning companies.)

Exports and jobs

"For every $1 billion in exports, we estimate 31,000 U.S. jobs are created," said Earnshaw, who is Deputy Assistant Secretary for Export Development, U.S. Department of Commerce, Washington D.C.

"There are 20,000 small firms that aren't exporting but could be doing so, profitably. Why? Because many small firms regard selling overseas as a riddle and are not prepared to absorb the additional costs. To overcome these objections and make it possible for more of our small and medium sized firms to go into exporting, the Administration is strongly supporting legislation to allow creation of more export trading companies," Earnshaw said. (An Export Trading Act has been proposed that would permit various exporting services, including banks, to form export trading companies and not be in violation of anti-trust laws.)

Another of the conference speakers, Joel Honigberg, President of J.D. Honigberg International, Chicago, also encouraged the creation of export trading companies.

"We have to learn to face foreign competition and overcome it. A stream of enthusiastic exporters utilizing new trading mechanisms, such as that could be formed under the Export Trading Company Act of 1981, may be the answer," Honigberg said.

Southeast Asia

Southeast Asia, which is the destination of the fall, 1982 IDC trade mission, was highlighted during the afternoon. John Gregory, Deputy Director of East Asian and Pacific Affairs, State Department, said in their view East Asia has the greatest export expansion potential for the next decade.

"For the second consecutive year," Gregory said, "our total trade with East Asia has exceeded U.S. trade with Europe."

Iowa exporters J.C. McKeon, Vice President, Construction Equipment Group, FMC Corporation; Ben Hall, President, Intraco Inc., Oskaloosa; and Thomas A. Parks, Chief Executive Officer, Kwik-Way Industries, Inc., Marion; shared the elements of success in marketing in Asia.

Robert Doyle, a Minneapolis-based lawyer who spent more than five years in Asia negotiating a wide variety of matters, including successful reverse investments with Japanese companies, also addressed the conference on his experiences.

Approximately 160 people attended the conference which was sponsored by the Iowa Development Commission, the Iowa District Export Council, the Iowa Manufacturers Association and the U.S. Department of Commerce. ✤

Winning Companies

Iowa manufacturers who received awards for excellence in exporting of Iowa products were: *Agri Industries*, Des Moines; *AMF Lawn and Garden Division*, Des Moines; *Cherry-Burrell Corporation*, Cedar Rapids; *Corn States International Limited*, Des Moines; *M. A. Ford Manufacturing Company Incorporated*, Davenport; *Schneider Metal Manufacturing Company*, Mason City; *Universal Engineering Corporation*, Cedar Rapids; and *Vermeer Manufacturing Company*, Pella.

Iowa Ag & Business Indicators

Labor Demand and Supply[1]

May, 1982

Service Areas	Unfilled Openings	New Apps.	Service Areas	Unfilled Openings	New Apps.
Ames	85	580	Iowa City	121	1,030
Atlantic	26	138	Keokuk	17	258
Burlington	43	802	Marshalltown	101	365
Carroll	50	173	Mason City	107	409
Cedar Rapids	243	1,532	Muscatine	42	359
Centerville	23	287	Newton	15	209
Charles City	5	131	Oskaloosa	21	246
Clinton	172	640	Ottumwa	22	513
Council Bluffs	108	904	Sheldon	38	105
Creston	55	154	Shenandoah	60	98
Davenport	190	1,451	Sioux City	283	896
Des Moines	406	2,753	Spencer	74	300
Dubuque	136	1,001	Storm Lake	46	416
Fairfield	13	193	Waterloo	167	1,055
Fort Dodge	261	600	Webster City	49	143
Fort Madison	86	230			

[1] All new applicants and job openings listed with the Iowa Department of Job Service

Consumer Price Index

	May, 1982	May 1981
All Urban Consumers (1967 = 100)	287.1	269.0

Composite Construction Cost Index

	Mar. 1982	Mar. 1981
Composite Construction Cost Index (1967 = 100)	157.2	152.1

Business Data

	4/82	4/81	4 mos. 82	4 mos. 81
New Car Registration	8,103	7,479	24,681	38,263
Iowa Savings & Loan ($000,000)				
Mortgage Loans	-18.5	22.6	-90.9	33.2
Savings	-42.3	-40.5	-19.8	32.9
Work Force (000)	1,377.8	1,410.9	1,366.6	1,382.2
Unemployment	96.7	62.0	93.7	72.1
Rate (% of work force)	7.0	4.4	6.9	5.2
Employment	1,281.1	1,348.9	1,273.0	1,310.1

Value of New Dwellings[1] ($000)

	6/82	6/81	6 mos. 82	6 mos. 81
Ames	$ 96.5	$ 0	$ 489.5	$ 474.0
Bettendorf	488.6	803.9	1,484.4	3,471.6
Burlington	136.0	132.8	629.0	1,114.4
Cedar Falls	98.3	349.1	372.9	2,258.2
Cedar Rapids	888.7	366.6	1,066.7	3,877.4
Clinton	0	75.0	83.0	856.0
Council Bluffs	264.5	17.6	560.3	352.9
Davenport	291.3	872.3	1,420.5	5,705.5
Des Moines	541.7	1,214.1	1,790.2	4,938.3
Dubuque	72.9	305.2	323.6	604.1
Fort Dodge	50.0	145.0	50.0	725.0
Iowa City	1,367.4	1,026.1	10,856.0	4,120.0
Keokuk	68.0	69.0	1,265.3	272.0
Marion	99.3	38.8	323.0	904.2
Marshalltown	53.0	63.0	315.0	396.0
Mason City	216.2	82.0	484.2	683.4
Muscatine	159.0	327.2	630.7	1,265.3
Newton	203.4	0	351.2	209.0
Ottumwa	25.0	106.0	1,282.0	643.0
Sioux City	146.1	134.6	1,922.2	532.0
Urbandale	134.6	281.3	1,087.2	1,174.2
Waterloo	329.4	998.1	1,052.5	5,734.2
W. Des Moines	1,000.3	349.1	2,103.1	2,764.1
TOTAL	$ 6,730.2	$ 7,756.8	$ 29,942.5	$ 43,074.8

Leading States for Farm Marketing ($mil.)

	Livestock & Products		Crops		Total	
	4 mos. 82	4 mos. 81	4 mos. 82	4 mos. 81	4 mos. 82	4 mos. 81
U.S.	23,393.5	22,636.6	22,733.4	19,688.2	46,126.9	42,324.8
Iowa	1,835.2	1,759.4	2,155.1	1,939.7	3,990.3	3,699.1
California	1,431.3	1,435.4	2,122.0	1,701.5	3,553.3	3,137.0
Texas	1,822.9	1,653.3	1,550.4	1,091.0	3,373.3	2,744.3
Illinois	783.7	745.5	2,345.3	2,199.8	3,128.9	2,865.3
Nebraska	1,500.4	1,037.1	1,337.4	967.0	2,837.8	2,004.1
Kansas	1,448.5	1,395.2	702.9	661.8	2,151.4	2,057.0
Minnesota	1,150.6	1,133.4	997.1	803.6	1,937.0	2,147.8
Florida	322.9	322.7	1,584.0	1,516.4	1,906.9	1,839.1
Wisconsin	1,256.0	1,357.5	345.6	286.6	1,601.6	1,644.1

Quarterly Periods

	1981		1980	
	I	II	I	II
Net Taxable Retail Sales ($000,000)	3,464	3,258	3,443	3,519
Personal Income ($000,000)	27,935	28,521	26,355	26,281

Stock Index

	Iowa*	Dow Jones Industrial
April, 1982	229.13	848.36
May, 1982	223.95	819.54
June, 1982	222.88	811.93

*Robert C. Westlund, Piper, Jaffray & Hopwood, Inc. (1967 = 100)

Average Prices Received by Farmers

	6/82	5/82	6/81
Corn, bu	$ 2.50	$ 2.51	$ 3.10
Soybeans, bu	5.97	6.16	6.99
Oats, bu	2.02	2.04	2.07
Hogs, cwt	56.60	56.30	47.00
Beef cattle, cwt	61.40	63.80	62.20
Calves, cwt	61.30	64.50	62.70
Milk (whls), cwt	12.70	12.90	13.00
Sheep, cwt	19.00	18.10	19.60
Lambs, cwt	62.00	65.60	65.00
Eggs, (market), doz	.34	.35	NA
All hay, ton baled	57.00	59.00	46.00
Turkeys, lb	.39	.35	.42

Average Prices Paid by Farmers

	6/15/82	6/15/81
Beef cattle concentrated, 32-36%	$ 12.90	$ 12.90
Hog feed, 38-42% protein	15.10	16.00
Soybean meal, 44% protein	13.00	14.00
Dairy feed, 16% protein	180.00	200.00
Poultry feed, layer ration	192.00	230.00

Commodity Feed Price Ratios

	6/15/82	6/15/81
Hog — corn[1]	22.6	15.2
Beef cattle — corn[1]	24.6	20.1
Egg — feed[2]	4.0	3.9
Milk — feed[3]	1.41	1.30

[1] Bushels of corn equal in value to 100 lbs. of hog or cattle liveweight.
[2] Pounds of laying feed equal in value to 12 eggs.
[3] Pounds of concentrate ration equal in value to 1 lb. of wholesale milk.

Et Cetera:

Foreign business inquiries

Call 515/281-3581 for more information

Industrial adhesives

A German manufacturer of industrial adhesives, leveling compounds and primers for floors, walls and ceilings is interested in offering its know-how for the production under license in the United States. The company would also consider discussing a joint venture agreement. The U.S. partners should come from the chemical, lacquer and paint industries, but it could also be a craftsman who is interested in starting his or her own production. **(G72-7528L)**

Safety valves

A German firm has requested assistance in locating a U.S. licensee for automatic, self-shutting safety valves for hose connections. The valve can be used on dishwashers, washing machines and other household appliances being connected to the piping system by hoses. Whenever a hose or a pipe breaks, the valve shuts off automatically. **(G72-7634L)**

Agricultural equipment

A British manufacturer of agricultural equipment is seeking a licensee for its material handling systems. The unit consists of a trailer which has its own hydraulic system for lifting and dumping, and can handle a variety of different boxes for flatbeds. The company would also be interested in manufacturing, under license, U.S. equipment which would fit into its line in Europe. **(U.K.72-7735L)**

Electronic control devices

A well-established, German manufacturer and service company of electric and electronic control devices for industrial and switching equipment is seeking a U.S. partner for cross-licensing of products and a possible joint venture in the U.S. **(G72-7838L)**

Greeting cards

A German manufacturer of holiday greeting cards is seeking a U.S. manufacturer of greeting cards interested in producing its line of cards for sale in the U.S. The German firm would supply contact films of the offset-lithos. **(G72-7927J)**

Garage doors

A Dutch manufacturer of overhead garage doors is seeking to license the product for manufacture and distribution in the United States. The door is highly insulated, 5mm thick and filled with polyurethane. The doors come in all sizes to maximum dimension of 7m wide by 7m high, 23′ by 23′. **(H72-8034L)**

Work cabinets

A German manufacturer of cabinetry and work areas for kitchens and laundry rooms is seeking a U.S. business partner for the importing and distributing of its products in the U.S. As a second step, the German firm foresees a joint venture or license arrangement in manufacturing the kitchens in the U.S. **(G72-8124J)**

Paving bricks

A British manufacturer of interlocking paving bricks for roads, driveways, and sidewalks is seeking a U.S. partner for a joint venture or licensing agreement. The British firm is also interested in manufacturing and distributing the U.S. partner's products in Europe. **(U.K.62-6432)**

Garden equipment

A West German company seeks cooperation in the U.S. with a compatible manufacturer or distributor for distribution of its line of garden ceramics and the assembly and distribution of its program of fountains and garden tools. An ideal partner could be a manufacturer of garden equipment or garden tools, which is looking for complementary products. The distribution of the U.S. manufacturer's products in West Germany would be feasible. The German firm's major customers in Germany and neighboring countries are garden centers, hardware stores and mail-order houses. The company has 150 employees and reports an annual turnover of about $5 million. **(G72-7239J)**

Haessler technology

A German firm has developed the progressive haessler firing technology which helps lower the costs, improve the firing quality, achieve higher output and save more energy for the brick-making industry. The firm would like to discuss the possibility of a joint venture arrangement with a U.S. company and is willing to grant production licenses for the manufacture and distribution for its products in the U.S. **(G72-7432J)**

Carton lamination

A French manufacturer specializing in a lamination technique for cartons is seeking a joint venture with a U.S. company. The carton features a window which has been cut out in order to show a product or its color.The covering film has a dual purpose — improving the appearance of the box and at the same time serving as the window. Founded in 1947, the French firm employs 34 people. **(F72-8226J)**

Computer cables

German company is interested in distributing electronic cables for computers and computer systems. **(G72-59636T)**

Computers

German firm is interested in agency arrangement with a small to medium sized U.S. computer manufacturer. **(G72-58635T)**

Home products

Dutch firm is seeking exclusive distribution rights for a wide range of products in the home building industry. Present line includes glass, windscreens and sunroofs, and insulation and building material specialties. The company wishes to expand its line of products to include new products from the United States, particularly, home security systems, home furnishings, and home decorative items. **(H72-59300T)**

International Trade Exhibitions

SITEX '82, Construction Equipment, Accessories, and Hand Tools Exhibition, Hong Kong, November 10-13, 1982.

Representaciones Comerciales '82 Exhibition, Mexico City, Mexico, December 7-10, 1982.

Petrovance '83, Second Petroleum/Natural Gas Exploration, Production, Transportation, Pipeline, Storage and Refining Equipment Exhibition, Maracaibo, Venezuela, February 1-5, 1983

Saudi Agriculture '83, Second Agriculture, Irrigation, and Agri-Industry Show, Riyadh, April 10-14, 1983.

International Materials Handling Exhibition, London, England, April 19-26, 1983.

SaudiBusiness '83, The Second Business Equipment Communications and Computer Exhibition, Riyadh, Saudi Arabia, May 1-5, 1983.

International Building Exposition (IBEX '83), Hong Kong, June 1-4, 1983.

EUROCHEM, International Chemical and Process Engineering Show and Conference, Birmingham, England, June 6-10, 1983.

TECTRONICA '83, Life and Physical Sciences Equipment Exhibition, London, England, June 14-17, 1983.

1983 International Solar Energy Exhibition, Perth, Western Australia, August 14-18, 1983.

United States Agri-Business Exposition, Minneapolis, Minnesota, September 8-11, 1983.

WELDEX '83, Welding, Cutting, Metal Fabrication, Soldering, Brazing, Thermal Spraying, Positioning and Handling Equipment Exhibition, Birmingham, England, September 12-16, 1983.

Pan American Maritime Exposition and Conference, Panama, September 13-15, 1983.

Electric Indonesia, Jakarta, Indonesia, October 18-22, 1983.

ASIA International Hardware Expo (AIHEX '83), Singapore, November 2-5, 1983.

Singapore International Building Exposition (SIBEX '84), Singapore, March 14-17, 1984.

Southeast Asian Construction Equipment Exposition (CONEQUIP '84), Singapore, March 14-17, 1984.

For additional information, please contact the Industrial Division, Iowa Development Commission, 250 Jewett Building, Des Moines, Iowa 50309, 515/281-8481 or 3138. ◆

ID Conference

"New Techniques for Success", will be the theme for the 1982 Summer Economic Development Conference which will be held at Adventureland Inn on August 27. The conference will serve as an opportunity for communities to learn about the needs of industries that are thinking about coming to Iowa, and how they might help fill these needs.

To kick off the conference, Dave Swanson, director of the Iowa Development Commission will introduce a new slide show, "Iowa: A Harmony of Land & People." The IDC produced this show for the Midwestern Governor's Conference last month and the show will now be used at various events to promote the state.

Mervyl Olsen, Ralph Schlaefle, Dick Sorenson and Debbie Calvert will give a presentation on how communities can prepare for industries that are considering their town for a plant location.

Ron Kraft, Phil Smith and Charles Moench will be discussing industrial training programs which can be set up in cooperation with community colleges and the newly established plant to educate employees on the operation of new machinery.

Registration for the conference is $25 for the day, which includes a guest at the reception later in the evening. Half-price tickets to Adventureland Park will also be available upon registration.

For more information, contact the Iowa Development Commission's Industrial Division, 250 Jewett Building, Des Moines, Iowa 50309, or call 515 281-3500. ◆

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a place to grow

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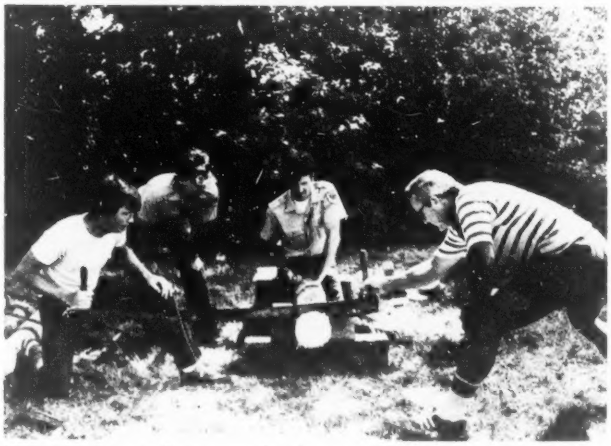
The Forest Craft Festival: an educational 'woodsy'



Cross cut sawing was just one of the events at the Forest Craft Festival that tourists could participate in as well as watch.

Dave & Phil Deming demonstrate the techniques involved in carving totem poles among other wood carvings they create.

In the early years of our country, Native Americans and settlers had to be familiar with the forests in order to survive. Today, it is the survival of the forests that depends on men and women.

The second Forest Craft Festival was held July 17-18 at Lacey-Keosauqua State Park as an effort to make Iowans more aware of the state's valuable and dwindling forest resources. The festival is sponsored by the Iowa Development Commission, the Iowa Conservation Commission and the people of Van Buren County. For the past two years it has been held in conjunction with the Van Buren County Summer Arts Festival.

Approximately 10,000 visitors toured the displays and saw demonstrations of forest and wildlife management techniques at the 1982 festival. Flooding was a problem in the park during the weekend, so the Conservation Commission's displays were moved out of the Ely's Ford area to the northern part of the park where the craftspeople had items on display. Despite the last minute relocation, things ran smoothly throughout the weekend, with visitors catching shuttle buses in Keosauqua for the ride to the park.

At the festival, visitors had the opportunity to learn more about wood as a fuel, woodlands as a home for wildlife and wood as a medium for works of art.

The Forest Craft Festival has completed its two-year trial period, and will now be a regular annual event.